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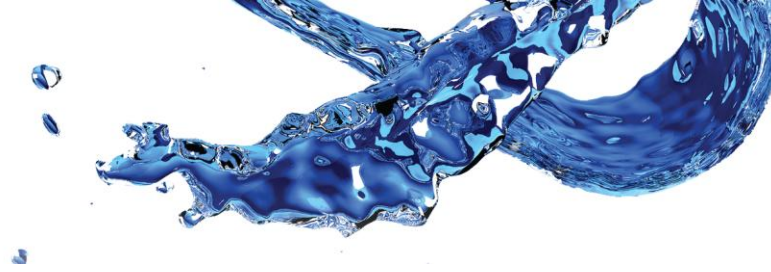
BRITISH BOBSLEIGH TRAINS WITH WORLD ELITE IN DALLAS

All members of the British Bobsleigh team will travel to the Michael Johnson Performance Centre in Mckinney, Dallas Texas to begin pre season training later this week for 10 days.

The centre owned by 4-time Olympic Gold medallist Michael Johnson, boasts state of the art facilities and world class coaches that will enable the team to ensure that they are physically prepared for the new 2011- 12 season.

British Bobsleigh Performance Director Gary Anderson states: "As a sport we need to ensure we take a no compromise approach to our preparation for the forthcoming world cup season and ultimately to Sochi in 2014. All our top athletes have bought into our vision and we must now ensure that we expose them to the best possible coaches and facilities available. Our pre-season camp in 2011 was always going to have to set the scene and we could think of no better facility to partner with, than the Michael Johnson Performance Centre. As part of our programme and education we want to expose our athletes to many different aspects of performance and look at what competitors from other sports are doing to stay at the top of their game. Together with the coaches at the MJP our coaching team have designed programs that will enhance speed, force development, strength and power; specific to Bobsleigh. The facilities at the MJP Centre are world-class and supported by coaches who have worked with the best - 'dynasty winners'; athletes who have topped the podium over and over again. These are the people with which we must associate ourselves".

World Junior Bobsleigh Champion, Paula Walker is looking forward to going to the centre. She says: "I'm very excited to go to the Michael Johnson Performance Centre. It will give us an opportunity to focus on power force development under the supervision of top quality coaches, in an environment where we are totally focused as a team"



Europa Cup Gold medallist, John Jackson is also excited about the training camp. He says: “It’s such a great opportunity for us to be able to work in a top level performance centre like this and I can’t wait for us to go!”

Communications Director of British Bobsleigh, Manny Cohen says: “This 10 day camp will enable the team to be the best physically prepared for the new season and with only 2 more left before the 2014 Winter Olympic Games in Sochi, it is essential that we do everything in our power to ensure that we reach the podium.”

Facilities at the Michael Johnson centre include a 6,000 sq foot indoor synthetic turf training field, a four lane indoor track, Nike SST sport vision training lab and full medical support.

About British Bobsleigh

Bobsleigh is Britain's most successful team winter sport. The fastest recorded speed 153 km / hr during Vancouver Winter Olympic Games 2010 led to Bobsleigh being called the F1 on ice. Women's bobsleigh is continuing to increase its level of participation competing as an Olympic discipline for the first time in 2002. British women bobsleighters are repeatedly achieving top 3 World places. It is a modern, dynamic, highly intoxicating sport incorporating both men and women athletes.

The Federation International de Bobsleigh et Tobogganing (FIBT) controls the sports at all international events
TV coverage: 560 million viewers in 2009-2010. 893 hours of World Cup coverage on networks across the globe.

LJV Sports Management Ltd www.ljvsm.com is working with British Bobsleigh on sponsorship, marketing and public relations.

For more information on the British Bobsleigh Team or British Bobsleigh and interview opportunities, please contact Claire Howe by email claire@ljvsm.com or call +44 (0) 7595 779641 or visit www.bobteamgb.org