

Press Release

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Contacts: Siobhan O'Rourke

Tel: 020 8583 4431

Email: siobhan.o'rourke@hounslowhomes.org.uk

Linford Christie and Darren Campbell bring gold to the Ivybridge estate

Linford Christie and Darren Campbell are encouraging children on the Ivybridge estate to get active through the 2009 Street Athletics on Tuesday the 14th of July.

Street Athletics is a very simple and highly effective youth engagement programme for young people aged under 20 living in deprived areas. It targets youngsters who are not engaged in mainstream sports and who can benefit from the confidence and motivation that comes from taking part in a positive community sports event.

The ultimate aim is that young people from all areas feel welcome to actively take part, providing the opportunity to broaden their existing horizons within sport & other non-sport related areas.

Linford Christie and Darren Campbell will be present at the Street Athletics event to encourage local people to get involved.

Each Street Athletics session consists of a series of races over 60m which results in a final for each age group, the top three boys and girls in each age group are invited to attend the London Final and/or National Final. The winners and first runner-up in each age category at the Grand Final will receive a year's kit sponsorship from Reebok and ongoing mentoring from Linford and Darren.

Through partnership with Gaz de France the winners from Street Athletics 2009 will also travel to the Grand Prix meeting at the Stade de France in July with Linford and Darren.

At each venue there will be young ambassadors in place who will take ownership of the local events and gain experience in the promotion, running and delivery of Street Athletics.

Hounslow Homes Ivybridge estate Manager Fiona King is extremely excited about the 2009 Street Athletics.

“The children that I have spoken to on the estate are very excited about the day and can not wait to meet their idols Linford and Darren.”

Positive Futures is a sport and activities based social inclusion programme funded by the Football Foundation and managed nationally by Crime Concern. The programme engages with socially marginalised young people between 10-19 yrs in the top 10% most deprived wards in the country. The project is managed by Brentford FC Community Sports Trust and works in Partnership with Hounslow Homes, Extended Schools, Hounslow Youth Service and many more organizations. The project aim is to engage with young people by providing quality sports and activity based sessions throughout the year which are easily accessible and delivers on three targeted wards in the borough of Hounslow.



Notes To Editors

- Linford Christie and Darren Campbell will be available for interview between 4pm – 4.30pm.
- Hounslow Homes was formed in 2002 as one of the first Arms Length Management Organisations (ALMOs) in the country. Hounslow Homes is tasked with managing the council's 16,500 homes and has delivered £120 million of refurbishment and improvement works to bring its housing stock up to the government's 'Decent Homes' standard, which took effect in 2006.
- The ALMO was awarded the highest possible three-star rating by the Audit Commission for excellent housing services in 2005.
- Services to residents include a free phone number and service, care-taking and ground maintenance