



Press Release

British Volleyball announces David Welch Management as media and communications partner

Tuesday 27th April, 2010

Media and communications specialists, David Welch Management, have been engaged by British Volleyball to enhance the profile of the sport across all branches of the media. The partnership will involve the company working with the men and women's indoor volleyball squads, the beach volleyball squads and the sitting squads leading up to the 2012 London Olympics.

The partnership extends the involvement of the former Daily Telegraph sports editor, David Welch, in Olympic matters following the recent signing of a similar deal with GB Hockey. DWM will work with British Volleyball to uncover stories and features, raise the profile of individuals within the sport and communicate the message of a sport which, in the case of GB indoor and sitting volleyball, is making its first appearance in the Olympics.

With a summer ahead of major international volleyball competition, both at home and abroad, featuring many of the strongest teams in the world, the relative newcomers to the British Olympic scene enter a new phase of team building and aspiration.

In consultation with British Volleyball's in-house personnel, DWM journalists working with the sport will, notably, include Sue Mott, the award-winning feature writer, interviewer and columnist, who has covered many Olympics since Los Angeles 1984 and written recent books with Great British Olympians, such as Sir Steve Redgrave and Andy Murray.

BRITISH VOLLEYBALL FEDERATION

Formed in 1955 as the Amateur Volleyball Association of Great Britain and Northern Ireland, the BVF is working to ensure Team GB representation in Volleyball, Beach Volleyball and Sitting Volleyball at the 2012 Olympic and Paralympic Games.

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The partnership between British Volleyball and DWM intends to establish volleyball as an ambitious sport clearly focused on high achievement at the London Olympics, as well as enhancing its national and international profile, while creating an awareness of its athletes as characters, role-models and potential sponsorship opportunities.

As the partnership was announced, Performance Director Kenny Barton said: "The rapid development of our Performance Volleyball, Beach Volleyball and Sitting Volleyball Programmes, is a story about incredible journeys. The commitment of our players and staff in establishing their credentials amongst the elite of world's most spectacular team game is an ever-unfolding story deserving to be told. We are further energized by our partnership with David Welch Management who will undoubtedly bring the Great Britain Volleyball story to the attention of a wider audience around the world".

Richard Callicott, President of British Volleyball, looked forward to working in partnership with DWM saying: "We are delighted to be working with one of the leading Sports Media Agencies in the country to ensure that we maximize on the opportunity of raising the profile of the sport of Volleyball as we prepare to participate in our home Olympic Games. Great opportunities for other new business partners still exist across the whole spectrum of our programmes".

David Welch Management already represents Olympic medal contenders such as GB Hockey and Lisa Dobriskey, the reigning Commonwealth 1500m champion and World Silver Medallist as well as many of the country's leading sports journalists and broadcasters.

David Welch said: "The Olympics have always been special to me and their coming to London represents an opportunity to enjoy a sporting experience of a lifetime. It is a huge thrill to be associated with another sport of such great potential and commitment to success".

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Further Information:

British Volleyball: www.britishvolleyball.org

David Welch Management: www.davidwelchmanagement.com

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