



Company Round-up

New Sponsorship for the Lesters

The Lesters, the jockeys' equivalent to the Oscars, is to be sponsored for the next three years by attheraces.co.uk and Channel 4 Television.

The prestigious black-tie awards dinner, at which ten Lesters, including "Flat Jockey of the Year" and "Jump Jockey of the Year", are presented, takes place on Sunday April 14, 2002, at the Hilton, Park Lane, London. This sponsorship will bring new and increased promotion for the event, including coverage on Channel 4's *The Morning Line* and on attheraces.co.uk.

Michael Caulfield, Chief Executive for The Jockeys Association of Great Britain (JAGB), said: "This association with [attheraces](http://attheraces.co.uk) and Channel 4 will ensure that the event is refreshed and therefore remains a pinnacle racing event. The commitment and dedication that [attheraces](http://attheraces.co.uk) and Channel 4 offer horseracing will be reflected through this sponsorship, and the jockeys truly appreciate this goodwill investment."

David Brook, Director of Strategy and Sport for Channel 4, commented: "For the majority of the viewers of Channel Four Racing, the jockeys are the stars of the show and we are delighted to be able to thank and reward them through our support of this very special evening."

Gavin Bisdee, Marketing Director of [attheraces](http://attheraces.co.uk), added: "This association is part of our ongoing support for British racing and those that help to make it possible. We are glad to have this opportunity to demonstrate [attheraces](http://attheraces.co.uk)'s support and investment in the industry and its sportsmen, as part of our extensive marketing and promotion efforts."

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Endurance, Performance, Power, Determination and Passion are Football!

Getty Images, Inc., the leading provider of imagery and related products and services, has announced that its Allsport brand, the world's premier sports photographic resource, has launched Allsport "Soccer Concepts".

Soccer Concepts captures the passion and emotion of one of the world's favourite sports – football. The new collection features model released football images shot by the award-winning sports photographers at Allsport, making it the perfect aide for the creation of compelling visual communications which share the flavour, furore, focus and fascination of football the world over.

As accredited photographers to the World Cup 2002, the same Allsport photographers who will be capturing the thrills and spills of the tournament have also shot the images contained within Soccer Concepts. Containing over 500 images, Soccer Concepts is the ultimate in football photography. The experienced Allsport customer services team is able to guide clients through the myriad of emotions portrayed within Soccer Concepts and put their passion and knowledge for sport to find the perfect picture to meet every client's need. ➤



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Heroes of the Sea – The Ward Evans Atlantic Rowing Challenge

Manpower alone succeeds in the world's toughest race! Ian Roots and Richard White, Team Manpower, have taken ninth position after rowing a phenomenal 2,900 nautical miles from Tenerife to Barbados in The Ward Evans Atlantic Rowing Challenge. After 56 days, 16 hours and 16 seconds on the Atlantic, faced with extreme weather conditions, Canarian flu, oil tankers and sharks, flying-fish and mermaids, the team finally touched down on dry land.

The race began on October 7, 2001, with 35 other crews, and what an adventure they've had, through high seas, storms and boiling temperatures of over 30 degrees. When Ian was asked if he would do it again, the answer was a definitive: "No, but we're proud to have raced the Atlantic."

Ian continues: "I've got no regrets about taking part in the race. It was our challenge of a lifetime, our Olympics and a fantastic experience, but no I won't be doing it again. Maybe Mount Everest, you never know, I'm looking for my next challenge!"

Sponsors of the team, Manpower plc, were the first to congratulate them as they crossed the finish line at 01.31hrs on December 3, 2001, with this message: "Congratulations on achieving such a remarkable challenge – you have done

yourself and Manpower proud! We hope you enjoy your well deserved rest in Barbados and look forward to seeing you back in the UK soon." (Iain Herbertson, Director, Manpower).

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The Rt Hon John Major becomes ISS Vice President

Former Prime Minister John Major has agreed to be the first vice-president of the Institute of Sports Sponsorship. His appointment reflects a deep personal interest in sport and understanding of the role that business can play in sports development.

Mr Major is a life-long cricket fan and will soon be completing a two-year term as President of Surrey County Cricket Club which has recently secured a £2 million sponsorship deal from AMP, the Australian insurance firm.

Chairman of the ISS, Alan Burdon-Cooper, said: "The appointment of John Major as an ISS vice-president is an important step for us as he will be able to bring a great fund of political experience and sporting knowledge to the Institute. We hope that Mr Major will be able to help the ISS further to develop its role as an advocate for the commercial sponsorship of sport on a national and international stage.

"John Major also has an interest in sport for inner-cities and areas of social



deprivation as well as the use of sport to drive programmes to increase social inclusion. Through Sportmatch, the ISS is closely involved in this type of activity and, with Mr Major's help, we look forward to expand the role of business in community sport."

HRH, The Prince Philip, Duke of Edinburgh remains the ISS President, a role he has held since the Institute was founded in 1985.

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Announcing the 2002 International Conference on Sport and Entertainment Business

The Department of Sport and Entertainment Management at the University of South Carolina is proud to announce the 6th International Conference on Sport and Entertainment Business. The event will take place between October 2 and 6, 2002, in Columbia, South Carolina.

The purpose of the conference is to bring together sport and entertainment executives and practitioners from major corporations,

sport organizations and governmental agencies. Furthermore, the conference assists sport professionals and educators in shaping and understanding the future of the profession.

But perhaps the most unique aspect of the International Conference on Sport and Entertainment Business is that it brings together a myriad of people including sport and entertainment professionals, corporations, academicians and students aspiring to enter the profession.

Following the success of last year's conference, this year's event will follow the same format. Some of the leading industry experts in sport and entertainment will again speak to attendees. There are numerous social functions planned, including an opportunity to once again see the University of South Carolina Gamecocks football team as they play host to the Mississippi State Bulldogs on Saturday, October 5.

CONTACT

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