



NatWest Island Games 2011
25 June – 1 July

PRESS RELEASE

5 April 2011

SOUTHERN WATER ANNOUNCES SPONSORSHIP

Southern Water has announced that they will sponsor the Swimming competition at the NatWest Island Games 2011, taking place on the Isle of Wight on 25 June – 1 July.

Over 160 athletes from 15 of the 25 participating Islands will be competing in the Swimming competition sponsored by Southern Water which will be held at Medina Leisure Centre, Newport.

The events, 43 in total, will be as the full Olympic programme, the longest distance being 1500 metres for men and 800 metres for ladies. Islands who qualify for the Commonwealth Games will have swimmers competing in the NatWest Island Games which promises some very high level, talented competition.

Southern Water, which runs its “Learn to Swim” Programme on the Isle of Wight, has supported a programme of swimming classes across the Island for several years and the majority of the Isle of Wight Team competitors will have learnt to swim through the programme.

Helen Sparkes, who co-ordinates the “Learn to Swim” programme for Southern Water, said: *“It will be wonderful to see young people who have learned to swim through the scheme, swimming competitively in the NatWest Island Games this June. It is testament to the success of the scheme and to the commitment to swimming that there is on the Isle of Wight.”*

Jenny Ball, Swimming Co-ordinator for the NatWest Island Games 2011, said *“The swimming event, over the four days, is eagerly anticipated, as it always attracts a large, lively audience for what promises to be a very exciting competition. We are most grateful to Southern Water for their generous sponsorship, which will go a long way towards the high costs of installing and running an electronic timing system, which is a requirement for an International competition of this calibre.”*

“In addition, the Isle of Wight Council has been able to secure funding for essential, up-graded pool equipment and grants have been obtained from Sport England, all of which will provide a legacy for swimming on the Island for many years to come.”

Around 3000 international and world class athletes from 25 islands around the world will compete in several hundred events across 14 sports during the course of the week, making the NatWest Island Games the largest international multi-sport event ever held on the Isle of Wight, and the biggest Games to date.

Southern Water's Learn to Swim programme supports lessons at more than 70 pools and clubs across the region and has taught more than 600,000 children to swim since it began in 1992.

As well as sponsoring the Swimming Competition at the NatWest Island Games, Southern Water will be providing towels and sports water bottles to all participating entrants and volunteer officials.

Further details about the NatWest Island Games 2011 can be found at www.natwestislandgames2011.co.uk

ENDS.

NOTE TO EDITOR

1. Could you please refer to the event as the 'NatWest Island Games' (not 'Island Games; or 'The Games') at the start of articles and in headlines,, and as 'the Games' mid copy, as appropriate. Thank you.
2. Background :
 - The Island Games were established in the Isle of Man in 1985 and today include 25 member islands in, or associated with, the nine sovereign nations of Canada, Denmark, Estonia, Finland, Greece, Norway, Spain, Sweden, UK plus the Caribbean :

Aland	Alderney	Bermuda
Cayman Islands	Falkland Islands	Faroe Islands
Froya Islands	Gibraltar	Gotland
Greenland	Guernsey	Hitra Islands
Isle of Man	Isle of Wight	Jersey
Menorca	Orkney	Prince Edward Island
Rhodes	Saaremaa	Sark
Shetlands Islands	St Helena	Western Isles
Ynys Mon		
 - In 1999, NatWest became the title sponsor of the Island Games which has become one of the largest participation events in the world behind the Olympics and Commonwealth Games.
 - The NatWest Island Games 2011 are being organised by the Isle of Wight Island Games Association, supported by the IW Council, which is also a sponsor.
 - The 25 member islands compete every two years around the world in a range of up to 14 sports chosen by the Host Island from a list of 18.
 - Sports chosen for 2011 are :
Archery, athletics, badminton, basketball, cycling, football, golf, sailing inc. windsurfing, squash, swimming, shooting, table tennis, tennis, volleyball

- The Games were last held on the Isle of Wight in 1993.
- Further information is available at www.natwestislandgames2011.co.uk and www.islandgames.net

For further information please contact :

Michelle Russell, Marketing & Communications, NatWest Island Games 2011
m. 079298 47665 e. michelle@natwestislandgames2011.co.uk or

Samuel Underwood, Press officer - Southern Water
direct dial: 01903 27234 /main press office: 01903 272230 / sam.underwood@southernwater.co.uk

www.natwestislandgames2011.co.uk