



## **PRESS RELEASE – 14/08/10**

*Atomic UK Race Camps go from strength to strength*

Following the unrivalled success of last years “Atomic Ambition Race Camp” the UK’s No.1 ski company continued to show its commitment to the developing UK race scene by furthering its support as title sponsor of the Ambition Race camps for this summer.

Run under the guidance of staff from Ambition Racing, and with support from Level Gloves, futur-3 clothing, Ski Bartlett and Snow & Rock, the Atomic Team GB skiers and staff took part in two sell out camps at *The Snow Centre Hemel*, from 26th – 30th July, and *Suffolk Ski Centre, Ipswich*, from the 9th – 13th August.

Each week-long race camp was open to 32 athletes of varying ages, who were able to take advantage of the first class coaching supplied by staff from Ambition Racing. Throughout the week the on-slope program was supplemented with numerous off-slope activities and opportunities, including photo-shoots and signings with members of the British Ski Team, motivational talks from Atomic UK World Cup athletes, custom boot fitting from Solutions 4 feet and fitness testing with Atomic athletes from the British Junior Team.

With skiers travelling from Edinburgh, Manchester, Llandudno, Bristol and one trainee even flying in from Sweden to take part in the camps, the organisers from Atomic & Ambition Racing ensured there was something on offer for everyone. Atomic stars of the past, present and future stopped by, with Finlay Mickel, Chemmy Alcott, TJ Baldwin and Ed Drake all visiting the camp and taking part in interviews that can now be seen online at both [www.youtube.com/Atomicuktv](http://www.youtube.com/Atomicuktv) and [www.ambitionracing.co.uk](http://www.ambitionracing.co.uk). Also online are some of the professional photos taken of the camps, which attracted a variety of press coverage throughout the weeks.

Each of the camp trainees took home a variety of products supplied by the event sponsors, including limited edition futur-3 Atomic t-shirts, Level gloves and beanies, Colmar caps and lanyards and exclusive equipment deals from Atomic, courtesy of Snow & Rock, Ski Bartletts and Solutions 4 feet.

*For further press information on the Atomic UK camps please contact:*

*Paul Telling – Ambition Racing – [paul@ambitionracing.co.uk](mailto:paul@ambitionracing.co.uk)*

*Tom Jarrett-Kerr – Atomic Skis - [thomas.jarrett-kerr@amersports.com](mailto:thomas.jarrett-kerr@amersports.com)*

*Photos attached are rights free and for use by press or associated media*

[www.ambitionracing.co.uk](http://www.ambitionracing.co.uk)

[www.atomicsnow.com](http://www.atomicsnow.com)

[www.youtube.com/atomicuktv](http://www.youtube.com/atomicuktv)