

September 11 2012

TV fitness presenter and Olympic medallist launch weekly fitness classes on Slough Trading Estate

Former TV fitness instructor Lizzie Webb and two-time Olympic rowing medallist Debbie Flood launched Body Rocks at Slough Trading Estate, a new weekly group workout session. The Mayor of Slough was joined by Anita Herbert, Corporate and Community Co-ordinator at Mars and Neil Impiazzi, Partnerships Development Manager at SEGRO to celebrate the launch.

The instructors for these sessions will be from Creativity in Sport, a local charity run by Lizzie Webb and Debbie Flood. Supported by Mars and SEGRO the charity works in partnership with schools and local authorities to offer opportunities to disengaged and disadvantaged young people, to gain fitness training qualifications and become Body Rocks Apprentices.

One of the key roles of the charity is teaching life skills to these youngsters. The Body Rocks Life Skills Programme provides a creative, physical activity curriculum with social skills for pupils in Years 9, 10 and 11, that have learning difficulties in more traditional environments.

Neil Impiazzi, Partnerships Development Manager for SEGRO in the Thames Valley, said: "It's been a joy to launch this initiative at the Trading Estate with such wide support from local stakeholders. Creativity in Sport is a fantastic charity and we're delighted to have supported this exciting community venture".

Lizzie Webb, who founded the Body Rocks project along Debbie Flood back in 2008, added: "The new programme at the Trading Estate is the next step in the evolution of the Creativity in Sport and will build on our success at IQ Winnersh. There's been a lot of interest towards the classes already from customers of the Trading Estate and we can't wait to get started".

The weekly sessions start from Wednesday September 19. The sessions will take place Wednesday lunchtime and evenings adjacent to the IQ Slough marketing suite at 210 Bath Road – each session costs £5. For further information please contact Francesca Hennessy at iqslough@SEGRO.com or call 01753 691166.

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Notes to editors:

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About Creativity in Sport

Lizzie Webb, the television fitness presenter and Debbie Flood, a silver winning Olympic rowing medallist, are the innovators of Creativity in Sport, a community interest company founded in 2008. We offer excluded and permanently excluded school pupils, ex-offenders and young people at risk of social exclusion, the opportunity to study our positive life skills programme and fitness teaching qualification.

When these young people qualify, they can enrol with the "Body Rocks Life Skills Training Scheme" to help instruct and peer mentor other excluded young people from schools and pupil referral units. They also engage and help transform the lives of young offenders and hard to reach groups in the local community.

Body Rocks is our own accredited Level 1 & Level 2 alternative, creative physical activity programme with the examination board Active IQ.

About Lizzie Webb

Lizzie has devised and implemented numerous physical activity projects for primary and secondary schools, but she is probably best known for her twice morning daily fitness sessions on TVam.

Prior to her 10 years with ITV's first breakfast station, Lizzie taught at the Pineapple Dance Studios, The London Studio Centre, Sylvia Young and Italia Conti Stage Schools and many other educational institutions. In the 1970's/80's, Lizzie was a tutor in charge of a residential home for excluded school pupils and a teacher of both academic and physical activity subjects in London schools with special measures.

The Body Rocks concept and programmes originated in 2006 when Lizzie and Debbie were teaching as volunteers in the sports wing of Huntercombe Boys Juvenile Prison.

About Debbie Flood

Debbie is an Olympic oarswoman, winning silver medals at both the Athens and Beijing Olympic games. She has been an international athlete for 13 years winning several gold medals competing in the World Rowing Championships.

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She is a UK Sport Ambassador for Drug Free Sport, an assistant rowing coach and the rowing representative for Christians in Sport. Debbie lectures to both businesses and schools and has worked with children of all ages introducing the rowing machine as an additional or alternative way of encouraging youngsters to participate in sport. She has been a class room assistant and is a trained prison officer.