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Sports

Flow gives to Athlete's Intervention Programme

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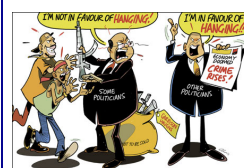


Michele English (centre) of Flow and Howard Aris of the JAAA display the symbolic sponsorship cheque for \$5.5 million to members of Jamaica's Olympic team (from left) Bobby-Gaye Wilkins, Rose-Marie Whyte, Michael Frater, Melaine Walker, Nesta Carter and Shericka Williams at St Lucia Avenue on Tuesday. (Photo: Naphtali Junior)

HIGHLIGHTING the importance of a solid academic background and achievement on the track, telecommunications company, FLOW, have contributed \$5.5 million towards the Jamaica Amateur Athletic Association's (JAAA's) Athlete's Intervention Programme. A cheque was handed over at a function at the company's head office at St Lucia Avenue in Kingston on Tuesday.

The funds will be used primarily to aid the academic development of the country's Junior athletes, the Under-20

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Carifta Games level, and a few athletes who have moved up to the ranks of Seniors.

JAAA president, Howard Aris, who next Tuesday is expected to be returned unopposed for a second consecutive term until 2012, said the association had been struggling for some time with the idea of an academic intervention programme as part of its mandate to develop the total athlete.

The JAAA with partner with KBC Learning Centre, which uses a number of methods to assess and teach students - including academic, educational, and psychological assessments. Because it is Internet-based, it is accessible anywhere in the world.

Aris told the Observer the method of identifying athletes who will benefit from the programme will be decided upon after collaboration with the relevant bodies, including the Inter-Secondary Schools Sports Association (ISSA).

The funds come in part from FLOW's Solid Gold promotion, which saw \$100 from each new subscription being invested in the JAAA.

Meanwhile, the accolades for Jamaica's medallists at the 2008 Beijing Olympic Games continued as FLOW gave complementary computers to the medallists present and promised free lifetime cable service and Internet access to all of the country's medallists from the 29th Olympiad.

Men's sprint relay medallists Michael Frater and Nesta Carter; individual medal winners Melaine Walker and Shericka Williams, and 4x400m medallists Rosemarie Whyte and Bobbie-Gaye Wilkins collected their awards.

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