



British Olympic Association needs £500,000

THE British Olympic Association Appeal is well on the way to its £500,000 target. It is the cost of promoting this Appeal which has been underwritten by BP Oil Limited since its launching last year.

Considerable sums have already been allocated to the governing bodies concerned for distribution to potential Olympic competitors and coaches, both for the Winter Olympics at Innsbruck and for the forthcoming Montreal Games in July.

In its latest newsletter the Appeal organisers report that the BOA has more than six times as much money in the bank as at the same period before the 1972 Mexico Games.

Among the many occasions contributing to the Appeal will be the premiere of the film *Moses* in London on March 1, to be attended by HM The Queen and Prince Philip.

Details of the complementary Superspike campaign, which partly involves aid to British athletes preparing for the Montreal Games, appear on page 12.

Double-Bond

Another aid for British athletes

SUPERSPIKE is the symbol of a new, three-year campaign, launched on February 5, to raise money to maintain and enhance standards of athletic performance among Britain's top athletes.

Sponsored through the International Athletes Club, the campaign aims to set up an IAC Foundation to provide additional equipment and food, travel grants, warm weather and high altitude training facilities, and medical services.

Its immediate object, though — like the overall British Olympic Association Appeal reported on page 1 — is to see that athletes going to Montreal do not suffer through lack of finance.

Superspike fund-raising promotions include producing a pop record and linked film featuring Bill Oddie of The Goodies. Release date is expected to be February 20. Plans are also well advanced for a Superspike Spectacular at Wembley Pool on April 6.

Tee-shirts, badges, patches, tank-tops, caps and a wide range of general merchandise featuring Superspike are be-



ing marketed, and there are further tie-ups with retail products such as toys, games and athletic equipment.

The IAC has been in existence for 18 years and its current chairman is Derek Johnson, a former Olympic silver and bronze medallist. At the Superspike campaign launching, he said:

"Today, we have the greatest competitive bunch of young athletes I have ever seen. I would not, in spite of our campaign, like to suggest that they will come home from the Games loaded with medals — but they are certainly going to run and jump and throw a bit in Montreal this year.

"What is unique about our present generation is the communication they have established with the public. This cross identification has led to the greatest upsurge in interest in our marvellous sport since the fifties. Best of all, young athletes are now pouring back into the clubs."