



MEDIA RELEASE

\$10,000 Injection to Help Olympic Equestrians Recover from Horse Flu

The Johnson & Johnson Athlete Family Support Program helps Australian Equestrian Olympic Families and support members Get to the Games

The panel of the Johnson & Johnson Athlete Family Support Program today announced a \$10,000 grant to the families and support members of riders selected in the 2008 Australian Olympic Team Equestrian Section to help ease the financial strain on the families of riders, as the local industry recovers from Equine Influenza.

The grant is part of the Johnson & Johnson Athlete Family Support Program, a \$200,000 pledge from Johnson & Johnson Pacific to help Australian Olympic athletes' families and support members travel to the Games of the XXIX Olympiad in Beijing.

"The horse flu has changed everything for the Australian equestrian community," said Olympic hopeful Vicky Roycroft. "In addition to the financially crippling effects of the epidemic, new rules have governed where horses can and can't go, seriously impacting our ability to qualify and prepare for the Olympic Games."

In the wake of the horse flu, local qualification and selection events were cancelled, forcing many Olympic hopefuls to relocate or move overseas early, heightening financial pressure on riders vying for selection.

For members of the Equestrian Team, the cost to compete at an Olympic Games, is much higher than that of other sports. Transportation costs for each Australian horse competing at the Beijing 2008 Olympic Games will be approximately \$30,000. The team will travel to the Games via Europe, with support personnel such as vets and grooms. These costs, combined with the impact of horse flu, have made the Olympic dream for our equestrian hopefuls harder to reach and make it tougher for their families to support them in Beijing.

Drawing from the Johnson & Johnson Athlete Family Support Program's discretionary funds, panel members were compelled to assist families and support members of the 2008 Australian Olympic Team Equestrian Section due to their special needs and the hardships faced by the industry since the outbreak of Equine Influenza last August.

"It's fantastic to have the Johnson & Johnson Athlete Family Support Program behind the team," added Vicky. "This grant will help alleviate some of the financial pressure on the families of riders fortunate to gain Olympic Games selection."

This is the second grant to be announced in the program. Tony Outteridge, father of Australian Olympic Sailing Team representative Nathan Outteridge, was the recipient of the program's first \$5,000 grant in February.





The 2008 Australian Olympic Team Equestrian Section, will be announced on 4 July 2008 when 12 riders will be selected across all three equestrian disciplines – three-day eventing, showjumping and dressage. The grant will be distributed amongst the team's nominated family or support members at this time.

Notes to Editors

The program is judged by a panel comprising Commonwealth Games Medalist, Johanna Griggs; Johnson & Johnson Pacific Franchise Director, Rowena Millward; Olympic Decathlete & President of NSW Olympian's Club, Peter Hadfield; and Member of the AOC & President of the NSW Olympic Council, Helen Brownlee.

Athletes are invited to apply for the Johnson & Johnson Athlete Family Support Program by submitting the Athlete Selection Criteria document which is available through their particular sporting federation and online at www.injaust.com.au/gettothegames. Applications are judged on an individual needs basis and successful applicants will be eligible following confirmation of Australian Olympic Selection.

All Australian athletes on the Shadow Team can apply for a grant, with only selected athletes eligible to be a beneficiary of the Program, that is, receive a grant.

For images, interviews or further information, please contact:

Georgie Pickett-Heaps, Splendid Communications on 02-9281 0004, 0402-633 806 or georgieph@splendidcomms.com

About Johnson & Johnson Pacific

The Johnson & Johnson Family of Companies is a Proud Partner of the Australian Olympic Team and a Worldwide Partner of the International Olympic Committee, and the Beijing 2008 Olympic Games. For more information on the Athlete Family Support Program and to track the progress of our athletes and their families in their quest to get to the games, visit www.injaust.com.au/gettothegames

A member of the world's most comprehensive healthcare company, Johnson & Johnson Pacific is dedicated to advancing healthcare for people of all ages.

Johnson & Johnson Pacific is taking the latest technology and know how from Johnson & Johnson research laboratories around the world and is providing it in everyday products and services that are effective and easy for anyone to use. So the quality and care you've come to expect from Johnson & Johnson will also be available in medically recognised products and health services for people of all ages.

At Johnson & Johnson Pacific, we want to help you achieve the quality of life you desire, so we're dedicated to bringing you innovative healthcare solutions now and in the future.

