

TIPPED YOUNG BRITISH SKIER LANDS TOP SPONSORSHIP DEAL JUST DAYS BEFORE BRITISH CHAMPIONSHIPS

Thursday, 25 March 2010

Skiforce Instructor Training is delighted to announce today its sponsorship of top young British skier Ben Clatworthy.

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The 17-year-old, who is currently a student at Clifton College in Bristol, will be jetting off to the French Alps later this week to compete in the British Alpine Ski Championships in Meribel.

London-based Skiforce, which is part of the Gapforce group, will be sponsoring Ben's quest for victory in both the Senior and Junior Championships. The competitions are taking place in France next week (from March 28 until April 10.)

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Managing Director Marcus Watts, from Skiforce, said his company is committed to supporting young British ski talent.

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Ben is an inspirational young man. He is a top skier and incredibly driven to succeed in everything he does. Skiforce and the wider Gapforce family are delighted to have the opportunity of working with him. He really is a fabulous role model for young people today," said Mr Watts.

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Skiforce is all about nurturing great British ski talent and for that reason we believe sponsoring Ben is a great fit with everything we stand for.

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Just a few weeks ago, Ben won a slalom Bronze medal in an FIS International ski race held in Glenshee, Scotland. However as well as being a talented skier, he is also an aspiring journalist. While competing in the British Alpine Ski Championships later this month, he will also be covering the event extensively for two major UK ski news publications.

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In recent years, Ben has reported exclusively for BBC Points West and has also appeared in BBC News 24. Â He is now the racing correspondent for PlanetSKI.eu which is a leading UK ski website.Â

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Ben said, â€œItâ€™s brilliant to have the support of Skiforce and I am very grateful to them for everything. Iâ€™m really excited about the prospect of working with them and just canâ€™t wait to get out to Meribel for the Championships.â€•

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For more information about Skiforce â€™ Instructor Training, visit www.skiforce.org

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For more information about Ben Clatworthy, visit www.benclatworthy.com