



t: 01509 631 692
f: 01509 631 690
e: emmareed@britishjudo.org.uk

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British Judo aiming to encourage school children to “Enjoy Judo”

The British Judo Association aims to encourage school children to enjoy the benefits of judo with a new scheme being rolled out in English Schools.

Enjoy Judo, the Association’s new Schools Development programme, supported by the DCMS and Sport England, will provide school children with the opportunity to be exposed to the Olympic sport and its benefits.

The Association believes that judo will not only improve the fitness of school children taking part but also their overall confidence, self esteem and self discipline.

“Confidence and self esteem are improved as an individual progresses and learns new techniques,” explains Scott McCarthy, British Judo Chief Executive “and the very nature of the grading scheme ensures that the next goal is always realistic and achievable.

“In addition it develops self-discipline and the respect that players have for themselves and others, and has been seen to address issues such as passivity”.

Judo is an ideal sport to introduce to school children of any age, both boys and girls of varying sizes and abilities, whether they are new to physical exercise or want to improve techniques for another sport.

High profile clubs in sports such as Rugby League and Rugby Union have tapped into the benefits of judo and its transferable skills. And recently, double Olympic medallist Kate Howey MBE put England's future rugby stars through their paces, at the RFU National Academy.

“Judo improves core stability, strength and stamina. It also improves footwork and coordination, which compliments training in all other sports undertaken in schools” Howey said.

Enjoy Judo will carry out judo demonstrations, run five week programmes, taster sessions, set up clubs in schools and link in with local British Judo clubs. Members of the Athens 2004 Olympic judo team will also be making special visits to schools as part of the programme.

The “Enjoy Judo” campaign and “Jud” cartoon character were developed to appeal to 10-16 year olds and represent the importance of keeping the sport fun and to help encourage and retain young players into the sport.

Teachers wanting to learn more should contact: Dermot Heslop on 07976 216447/01925 270702

For further information & pictures:

Emma Reed, British Judo Public Relations Officer.

Tel: 07702 882951/01509 631 692

