



Media Release

British Judo Association Appoint Their First Ever Public Relations Officer

The British Judo Association (BJA) has appointed Emma Reed AMIPR as their first ever Public Relations Officer.

The Association, which is the National Governing Body for the Olympic Sport of Judo, represents Great Britain internationally and has been highly successful in delivering results and medals at European, World and Olympic levels.

Emma joins with the responsibility for creating and implementing an internal and external communication programme with a focus on the profile of Judo in the UK, sponsorship strategies, member services and Internet strategies. She will also assume bottom line control for the promotion of Great Britain's international athletes, teams and events.

Emma joins from the Sydney office of Gavin Anderson & Company. Prior to her time in Australia she was as a PR Consultant at City PR agency, Financial Dynamics International, where she worked on a variety of national and international clients.

Commenting on Emma's appointment, Scott McCarthy, CEO, said: "We would like to welcome Emma to the BJA. She brings with her a wealth of public relations experience, which will be invaluable to us in meeting our communications objectives."

"This is an exciting time for British Judo. We have a number of important development programmes being rolled out this year, our British athletes are doing extremely well internationally, and we have Athens 2004 rapidly approaching."

Note to Editors

The position is initially based at the BJA's head office in Leicester. In September, the BJA will be relocating to premises at Loughborough University, where it will be based alongside other Sports Governing Bodies.

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