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## **MEDIA INFORMATION**

**For immediate publication**

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For more information on The Vale Resort, please contact Marketing Manager Stephanie Metson on 01443 667731 or email [smetson@vale-hotel.com](mailto:smetson@vale-hotel.com)

Images for press use can be found at [www.vale-hotel.com/media](http://www.vale-hotel.com/media)

For further information on The Running School please see [www.runningschool.co.uk](http://www.runningschool.co.uk) or tel 020 8563 0007.

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## **OLYMPIC ATHLETE MATT ELIAS LAUNCHES NEW RUNNING SCHOOL CENTRE IN PARTNERSHIP WITH THE VALE RESORT ON MAY 19<sup>TH</sup>**

Leading specialist sports training company The Running School®, have created an exclusive partnership with top luxury world-class sports and health resort The Vale Resort, near Cardiff in Wales.

Mike Antoniadis, Founder and Coaching Director of The Running School® has worked with clients including teams and athletes from Chelsea FC, Chelsea Academy, (where he worked for 4 years) Arsenal, Fulham FC, Blackburn, Crystal Palace, QPR and West Ham. Joining him at the launch event on May 19 will be Commonwealth Medalist and Olympic athlete Matt Elias.

The purpose of The Running School® is to teach people how to run and then teach them how to run faster. And The Running School® has developed training protocols which can teach anyone how to run efficiently and how to run faster in six hours.

The coaching methodology has been proven with thousands of non-athletes and elite athletes and is easy to follow, effective and motivating. It works just as well with children as it does with adults who want to learn how to run or improve their running technique and speed.

Mike has also worked with a host of international and recreational athletes, track and field athletes and during the launch will be using video analysis to highlight Matt's running biomechanics, movement patterns and running style.

The Vale Resort is home to sporting excellence including the Wales' rugby and football teams, Cardiff Blues and Cardiff City FC and is a popular venue for premier football teams, including Manchester United, Arsenal FC and Liverpool FC.

Mike says: "We are delighted to be setting up a Running School programme in partnership with The Vale Resort. We believe our specialist running and multi-directional speed programmes will be of huge benefit to both recreational runners and many of the elite athletes based at The Vale Resort and in the surrounding areas both in terms of speed development, movement efficiency and reduction in risk of injury."

The Vale Resort is also one of the premier golfing locations in Wales with two championship courses and also houses Vale Healthcare, an independent and private medical out-patient facility dedicated to dealing with all aspects of investigation, diagnosis and treatment of medical conditions.

Stephanie Metson, Marketing Manager at The Vale Resort says; "The introduction of the Running School provides an exclusive and specialist service for the casual runner and elite athletes alike. With almost 5000 members in our Health and Racquets club plus being the official training base for Cardiff City FC, Cardiff Blues and the Wales National Rugby and Football squads, the Running School is another example of our commitment in providing the finest fitness and sporting facilities in the UK."

For a one-off £250 fee or £200 for children, subscribers to The Running School® benefit from six training sessions. The first is dedicated to biomechanics analysis and assessment (the way you move, walk and jog) and the detection of any existing weaknesses in technique. Based on individual fitness levels and what you want to achieve, the next five training sessions then concentrate on teaching and coaching the correct technique.

Mike has an excellent reputation as a coach in Speed Development and Rehabilitation and is the author of the best selling DVD on developing speed in football, called 'Feel the Speed!' He concludes: "Most of us haven't been taught the correct way to run, but have adopted a running style that our body has got used to, irrespective of whether it is efficient or not. Runners come in all shapes and sizes and all ages. I have spent years analyzing people's running technique and helping them run more efficiently. The Running School has identified a number of similar running characteristics with recreational runners and has placed them into different categories."

The Running School® has been a huge success with parents and children, with some academic schools using it as part of the school's weekly programme.

**To participate in the launch event or to film or record the event, please contact Lamont Public Relations.**

**Ends**

**Note to Editors**

Further information on:

Matt Elias - <http://www.britisholympians.com/athlete.aspx?at=5566>

The Running School - <http://www.runningschool.co.uk>

The Vale Resort - <http://www.vale-hotel.com>