

PRESS RELEASE – FOR IMMEDIATE DISTRIBUTION

CAN THE SELF HELP PROFESSION INSPIRE A NATION TO BELIEVE IN ITSELF AND HELP FIGHT OFF THE CREDIT CRUNCH MALAISE?

Can you imagine what life would be like if we adopted a 'give it a go' attitude', if we strived to fully engage in our work and relationships, looked to take responsibility for our own health and wellbeing and took joy in the participation rather than the 'winning' or 'losing' of our chosen race. This is the Olympic spirit that our GB athletes have shown in Beijing and which is coming to our own shores in 2012.

Over the next 3 years we are looking to create a real and lasting legacy to Great Britain's hosting of the 2012 Olympics - a legacy that goes beyond the buildings and physical infrastructure created to host the games but rather to the heart of the nation. A legacy that shifts the culture of a nation - a legacy in which the self help profession can play a very special role. We are looking to *inspire a nation* to greatness

To help us and our team of Experts in the huge and ambitious task we have created a competition to help engage the British public. The competition is called **BRITAIN'S NEXT TOP COACH** and it is designed to find the most inspirational and talented individuals emerging from the self-help & personal development community.

Fusing the "best" elements from television programmes such as the *X-Factor* and *Britain's Got Talent*, with innovative internet events such as *TED Talks*, **Britain's Next Top Coach** has been carefully designed to provide a **win-win-win** experience for entrants, viewers and the self help profession:

The winner of the competition will be the coach who is viewed by the judges and the voting public to be the most exciting, inspirational and talented coach.

The competition is designed to provide three things:

1. To provide the audience at home with the inspiration, encouragement and practical tools necessary to make the changes they want in their life in order to achieve their dreams.
2. An opportunity for exciting new talent to break into a highly competitive but lucrative market.
3. An opportunity for those individuals who have a **message** they want heard, to reach the **largest** audience possible.

Areas

The 4 areas covered in the competition are:

- Success & Happiness
- Life & Relationships
- Health & Fitness
- Business & Careers

Each of the areas covered in the competition focus on providing:

- An examination of the perceived and actual problems people face when it comes to dealing with such matters as confidence, decision making, communication, self belief etc
- Practical tips and examples of small and simple changes that can be easily incorporated into our everyday lives.

Format

The competition is broken into 3 stages:

Round 1	Semi final	Final
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Round 1 voting starts 2nd March 2009

The winner will be announced in October 2009.

For further information

Visit the competition website – www.britainsnexttopcoach.tv or call either Terry Malloy on 07870 550449 or Ian Banyard on 07812 675549.

Britain's Next Top Coach is the trading style of **Next Top Coach Limited** registered in England. Company No. 6603808

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