



GYMNASTICS AUSTRALIA, HELPING KIDS TO LIVE THEIR SPORTING DREAMS

Melbourne, Australia, 12th May 2008 – My Heroes, the Australian web-based concept which connects children with their sporting heroes, is pleased to announce they have joined forces with Gymnastics Australia to bring Australia's best gymnasts onto the My Heroes website.

The concept allows any gymnastic supporter to go online and select a quality hero image, input a name and a personalised motivational message which becomes a unique, highly valued gymnastics hero product.

"We are delighted by the prospect of connecting our gymnastics community to their heroes through a product which not only provides a personal message, but can be used as a motivational tool to encourage young gymnasts to one day represent Australia" said Jane Allen, Chief Executive Officer, Gymnastics Australia.

"In addition, Gymnastics Australia's aim through their association with My Heroes is to encourage young gymnasts to be proud of their sport and this in turn will hopefully encourage their continued involvement in the sport at any level," concluded Allen.

Some of the best Australian gymnasts who are involved with My Heroes include; **Dasha Joura, Prashanth Sellathurai, Lauren Mitchell and Philippe Rizzo**. These gymnasts are already well known and My Heroes will assist enormously to bring them closer to their fans.

“Every child should have a hero and someone they look up to and we believe that through our unique concept and product offering, we will encourage and inspire children to aim high and achieve great things at any level of their chosen sport,” said Jon Field, Managing Director of My Heroes.

“We are excited to have Gymnastics, another key Olympic sport as part of My Heroes and we look forward to connecting their “grass roots” supporters with world class gymnasts in a manner that will provide them with lasting memories through a personalised message from their hero,” continued Field.

“Since launching our concept there have been some fantastic responses from children who have viewed our website or have received our products, most of them can’t believe that their sporting hero knows who they are or has sent them a special message,” concluded Field.

Gymnastics Australia joins other leading sporting organisations on the My Heroes website including, Cricket Australia, Swimming Australia, Athletics Australia and Softball Australia and My heroes will be announcing the inclusion and availability of further sports over the next few months.

The exclusive range of My Heroes personalised products include wall prints, life sized growth charts, birthday cards and special occasion cards, and can be viewed and ordered by heading to the Gymnastics Australia website – www.gymnastics.org.au or the My Heroes website – www.myheroes.com.au

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