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SPONSORSHIP SPLASH FOR 14 YEAR OLD DIVING PHENOMENON

Tom Daley agrees sponsorship deal with Sodexo

Tom Daley, Britain's teenage diving sensation who will represent Team GB at this summer's Olympic Games in Beijing, today announced a five figure sponsorship deal with Sodexo, a leading provider of food and facilities management services.

In last week's World Diving Series event at Pond's Forge in Sheffield, Tom scooped a gold medal in the synchronised event, with partner Blake Aldridge, and silver in the individual event, both in the 10 metre platform competition.

Sodexo will become Tom's major personal sponsor and the funding will enable him to prepare for the Olympics and his increasing schedule of international competitions without any financial worries.



Tom is the second youngest-ever male Olympian to represent Great Britain and, in March, he became the youngest European Diving Champion ever aged just 13 years and 308 days.

Tom has qualified for the Beijing Games in the individual 10m platform dive competition and should also be confirmed for the synchronised competition later this month..

In the coming months, Tom will spearhead a campaign across secondary schools where Sodexo provides school meals, to raise awareness about the importance of a healthy diet and active lifestyle.

Tom said: "I am really pleased for the support Sodexo is giving me and look forward to working with them. Beijing is my focus at the moment and this deal means that I can concentrate on preparing well for the Olympics to give me the best chance of doing well."

"Sodexo is really behind healthy eating which is something I am passionate about as it helps me to perform at my best."



Phil Hooper, corporate affairs director, Sodexo, commented: "We're very proud to be sponsoring Tom. At Sodexo, we are committed to promoting health and well-being and we believe that our link with Tom will help us to encourage children to think about what they eat and the lifestyle that they adopt."

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About Sodexo

In the UK and Ireland, Sodexo employs 43,000 employees, and provides food and facilities management services to clients at over 2,300 locations in the corporate services, education, healthcare, leisure and defence sectors.

Many companies rely on Sodexo for cost-effective solutions to their employee or hospitality catering, or to deliver services such as cleaning, reception, switchboard and help desks, mailroom, reprographics and grounds maintenance.

Sodexo is part of the Sodexo group, the leading global provider of food and facilities management services, with more than 342,000 employees at 29,000 sites in 80 countries.

About Tom Daley

Tom Daley was born on 21st May 1994 in Plymouth where he still lives with his dad, mum and two brothers. He started diving at the age of seven, and is a member of Plymouth Diving Club.

In June 2004, he won his first platform National Junior (under 18) title at the age of ten, making him the youngest winner of that event.

In 2006, he was under-18 British champion in platform and springboard, and came second in the 10m platform at the 2007 senior British Championships, which were held in December 2006.

In 2007, he won the senior platform title at the ASA National Championships and in January 2008 he won the 10m platform event at the British Championships to become the youngest winner of the senior British 10m title. He also took the 10m platform synchro title with new partner Blake Aldridge.