

**FOR IMMEDIATE RELEASE**

**London Met fencing champ represents Islington in new adidas campaign**

London Metropolitan University student Curtis Miller is representing the borough of Islington in a London-wide adidas campaign.

The 20 year-old Sports Psychology and Coaching student is a champion fencer, currently ranked 1st in the UK for under-20s. Curtis, who lives in Holloway, was hand-picked as one of 32 outstanding young talents to represent each borough of London for the adidas campaign, Take the stage.

The campaign has seen [a documentary produced about the fencer](#), as well as nearly 30 billboards featuring Curtis displayed around Islington, including one out the front of London Met on Holloway Rd, where Curtis studies.

Through the campaign Curtis was also given the chance to train with pentathlete and Olympic Silver medallist, Heather Fell.

“The campaign is a bit surreal”, said Curtis. “My friends keep taking photos of themselves next to the billboards and sending them to me, and I’m a bit like ‘oh my gosh’.”

“My family are really proud of me. Even they’ve been taking pictures next to the billboards,” Curtis said.

Curtis started fencing nine years ago at a club in Camden and instantly fell in love with the sport. “Fencing is physical, it involves lots of movement, lots of tactics and it’s really challenging”, said Curtis.

In the documentary about him, Curtis says: “It (fencing) used to be quite a posh sport, but recently my club recruited normal people who have been working hard. We’re trying to show people that fencing’s not just a posh sport, it’s for everyone to enjoy.”

Curtis won his first medal at a fencing competition at 11 years old, and has been in the Great Britain (GB) squad for the last six years. He just missed out on a place for team GB 2012, but has his sights set firmly on 2016.

It was Curtis’s coach who recommended he embark on the Sports Psychology and Coaching course at London Met. Curtis said the course was a “natural choice” as he already works as a fencing coach to primary school children.

“London Met is probably the best placed for me”, said Curtis. “It’s easy for me to get to, I like lecturers, and at the moment I’m really enjoying the course”

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**Notes to editors:**

**Photo attached:** Curtis Miller with one of the campaign billboards outside London Metropolitan University on Holloway Road.

**The documentary on Curtis** can be seen here:

<http://discover.adidas.co.uk/goallin/news/2012/04/olympic-trophyroom-curtis-take-the-stage/>

Curtis is coming to the end of his first year studying full-time on [the Sport Psychology and Coaching \(BSc Hons - Single\)](#), based within the Faculty of Life Sciences at London Metropolitan University. The course provides a broad scientific focus on the role of psychology in elite sports performance and expert sports coaching. Opportunities to develop your own practical coaching skills are provided throughout this degree.

<http://www.londonmet.ac.uk/depts/fls/>

**London Metropolitan University** has been providing affordable quality education in London since 1848. The average starting salary of London Met graduates is now well above the UK average (DLHE, 2011). London Met has been ranked among the best universities in the country in terms of giving students the best “added-value” in helping them to secure well-paid jobs (Parthenon 2011).

[www.londonmet.ac.uk](http://www.londonmet.ac.uk)

**The adidas Take the stage** campaign has been brought to life in and around London with up and coming talented youngsters from across the capital. Over the last 12 months, adidas has tracked down 32 outstanding talents, one from each borough of London. Each one of these 32 individuals, aged between 16 and 24, has been handpicked by the brand for their amazing ability across sport, street or style. To #takethestage with adidas, including the chance to photograph David Beckham, open up on tour for music artist Wretch 32 and to shoot hoops in the US with NBA star Derrick Rose, visit [www.adidas.com/all2012](http://www.adidas.com/all2012)

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