

**Name:** Lindsey Bell

**Job title:** Team GBR Communications Officer,

**Responsibilities:** Responsible for the development and implementation of PR and communications strategies for the RYA's Olympic/Paralympic, Junior, Youth, Keelboat and Match Racing programmes

**How and why did you get involved with Skandia Team GBR:**

My background is in sports PR and communication, and after six years working for the world governing body for badminton, encompassing two Olympic Games, it was time for a change. The opportunity came up to work with the world's most successful Olympic sailing nation, and it was an opportunity too good to pass up.



**Born:** Hitchin, Hertfordshire

**Currently living:** nr Andover, Hants

**What do you sail:** I don't profess to being a sailor, but I am the proud owner of RYA Level 1 Dinghy, Keelboat and Multihull, and Powerboat Level 2 certificates!! :-)

**Other interests:** Foreign travel, DIY (new house!), badminton, reading, a newly-discovered liking for skiing, and a passive interest in most sports

**What does it mean to you to be part of Skandia Team GBR?**

I'm proud to be a part of Skandia Team GBR, which is a team renowned in sporting circles not just for its medal success, but also for its professionalism and "no stone unturned" approach to achieving Olympic success.