

# **PRESS RELEASE**

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## **PLANS FOR NEW COMMUNITY SPORTS CLUB ANNOUNCED**

### **Launch of a modern multi-discipline club imminent**

Former Stamford AFC chairman Chris Rivett has revealed he is forming a multi-discipline sporting club.

The club will be called Olympic Catuvellauni (pronounced Cat-oo-well-orn-ee). The Olympic aspect is in recognition of forming a London 2012 legacy, inspired by last summer's games, whilst Catuvellauni is a nod to the Celtic tribe that emerged in ancient Britain to become one of the most powerful tribes in Southern England. Catuvellauni's territory covered several counties and, given the expectation that the club's work will stretch beyond Northamptonshire's borders, the name was adopted to recognise that.

Rivett, the managing director of Final Third Sports Media, an award-winning company that he set-up in 2005, explained: "I have been very flattered by the opportunities that have come my way since leaving Stamford. However, having spent time considering whether I wished to take up another role exclusively in football, I started to look at the alternatives and the chance to build a brand new club, structured around modern beliefs and values, really appeals to me. It is something that just doesn't happen these days, not from scratch.

"I feel very passionately about doing something community-focused that benefits grassroot clubs and local schools upwards, and not just in one sports code. Multi-sport disciplines are very common on the continent, as well as in America, and I've seen first-hand the additional benefits they offer a community.

"Having worked at the Games [for the Olympic News Service] the ideology of 'inspiring a generation' has become almost a cliché to some but for most who were directly involved, and certainly me personally, that has been a big focus since the Olympics and it is my intention to set something up that will benefit the local sport scene in a variety of ways.

"At the initial stages of bouncing the idea around to industry contacts I was hoping someone would tell me it was a mad idea but quite the contrary, the level of enthusiasm for the project has been encouraging and we are already very close to announcing the first branch of the club that we are confident will attract Team GB Olympians to represent it.

"We are also at the preliminary stage of conversations with other sporting codes about becoming part of the Olympic Catuvellauni family."

Since leaving the Daniels in March, Rivett, 34, has been blogging regularly about his initial plans on the subject on [www.mysportsthoughts.com](http://www.mysportsthoughts.com). For further updates you can follow [@OlyCats](https://twitter.com/OlyCats) and [@chrisrivett](https://twitter.com/chrisrivett) on twitter. The club's official website will launch at [www.olycats.co.uk](http://www.olycats.co.uk) in the summer.