

# Media Release



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## LITTLE ATHLETICS AUSTRALIA EXPANDS AMBASSADOR PROGRAM

Coles Little Athletics Australia (LAA) today announced an expansion to the Little Athletics Australia Ambassador Program. Following a successful pilot of the program over the past 12 months with a limited number of Ambassadors, LAA has now expanded the program to now include Ambassadors from across Australia.

LAA ambassadors are inspirational role models and advocates for Little Athletics mission. They've been through the Little Athletics pathway and are now accomplished athletes themselves, playing a crucial role in promoting the values of sportsmanship, fitness and community involvement that Little Athletics fosters among young Australians.

*"The LAA Ambassador program is all about inspiring and guiding young athletes across Australia. The program aims to successfully engage young athletes with elite athletes and other notable figures who care about helping members of the Little Athletics Community succeed in sports".* Said Myles Foreman Coles Little Athletics Australia CEO.

LAA Ambassadors engage in outreach programs, visit local Centres or events, and share their personal stories of perseverance and success to motivate and encourage the next generation of athletes. They embody the spirit of dedication and excellence that Little Athletics aims to instil in its participants, helping them realize their full potential and develop life skills beyond the track or field.



James Turner



Mackenzie Little



Emelia Surch



Taneille Crase



Jordi McMillan



Jackson Mellor



Reece Langdon



Nana Owusu



Richard Colman



Sophie White

For more information visit:

<https://www.littleathletics.com.au/little-athletics-australia-ambassadors/>

For more information

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