



PRESS RELEASE

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BRITISH ATHLETICS

FIRST EVER GLOBAL PLATINUM TROPHY UNVEILED AS COUNTDOWN TO THE ATHLETICS WORLD CUP CONTINUES

- One of a kind Platinum Trophy unveiled in event's host city earlier today
- Great Britain & Northern Ireland's leading high jumper Morgan Lake joined by home-nation's rising sprint stars Ojie Edoburun and Beth Dobbin as the 29-strong British team is revealed
 - The Athletics World Cup takes place on 14-15 July with tickets available at
<https://www.athleticsworldcup.org/tickets/ticket-information/>

Organisers of the Athletics World Cup, in conjunction with the World Platinum Investment Council, today revealed the highly coveted Platinum Trophy. Made from solid platinum, which is 30 times rarer than gold, the unique trophy will be presented to the captain of the winning nation of the inaugural event at the London Stadium in less than ten days' time (14-15 July).

Coinciding with the launch of the British team, Commonwealth silver medallist Morgan Lake, British 200m champion Beth Dobbin, European under-23 gold medallist Ojie Edoburun and Athletics World Cup Chief Executive Niels de Vos were all on hand to unveil The Platinum Trophy at Dartmouth House in London today.

Eight nations – China, France, Germany, GB & NI, Jamaica, Poland, South Africa and USA – will battle it out over two floodlit evenings at the London Stadium in a bid to get their hands on The Platinum Trophy, which is believed to be the most valuable sporting trophy ever made, surpassing those of the FIFA World Cup and Wimbledon as well as the NHL's Stanley Cup.

The reveal of The Platinum Trophy follows on from the unveiling of the Athletics World Cup medals last month with a first of its kind Platinum Winners' Medal on offer in addition to the traditional gold, silver and bronze medals awarded to the top three athletes in each of the 34 events.

The Platinum Trophy was shaped and formed in separate pieces, before being assembled, with the entire process completed by hand using traditional techniques. The Trophy took more than 650 man hours to create, stands at 512mm tall and weighs a total of over 6kg. The base was made using bog oak, believed to be 5000 years old, from the Fens in Cambridgeshire.

Commonwealth silver medallist Morgan Lake said: “It is always an honour to be selected to represent Great Britain & Northern Ireland, especially for a home event. I have such fond memories of competing in the high jump at the World Championships last year in London, the atmosphere was amazing and I cannot wait to get back into the stadium.

“After jumping a personal best at the British Championships I’m really excited to see what comes next for me, and I’m looking forward to the Athletics World Cup.”

British 200m champion and Scottish record holder Beth Dobbin said: “It has been a crazy season so far for me but it feels great to be handed my senior British debut at the Athletics World Cup. If you had asked me at the start of the season if I would be in this position I would have probably said no but I knew if I started running well I could start to achieve what I have done. It is a dream come true and I can’t wait to run for Britain at the London Stadium.”

European under-23 100m champion Ojie Edoburun said: “I am excited to pull on the British vest and run in my home town at the Athletics World Cup next weekend. I have had some great moments competing for Britain, becoming the European junior champion in 2015 and the European under-23 champion last year, and I am relishing the opportunity to test myself against seven other top sprinters in front of a passionate home crowd at the London Stadium.”

Chief Executive of the Athletics World Cup, Niels de Vos, said: “With less than ten days to go until the Athletics World Cup, we are pleased to reveal the unique Platinum Trophy that all eight nations will be competing for across two exciting days of sporting.

“Along with the Platinum Winners’ Medals we are offering the successful nation at the Athletics World Cup a prize like no other in world sport. The Trophy is befitting of the hard work and dedication made by all athletes in their bid to be the best they can be.”

“We look forward to welcoming all of the athletes and staff from each of the eight competing nations back to London next week and then watching the action unfold at the best athletics venue in the world at the London Stadium.”

Chief Executive of the World Platinum Investment Council, Paul Wilson said: “Athletics constantly endeavour to push beyond the boundaries of what we all think is possible. We see the making and gifting of The Platinum Trophy and winners medals as a fitting tribute to this. As the world’s most prestigious precious metal, platinum’s rarity and aesthetic beauty stand as a symbol of outstanding achievement, elite performance and prestige.”

. Tickets are still available to buy for the inaugural Athletics World Cup (Saturday 14 & Sunday 15 July) and can be purchased by clicking [here](#).

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NOTES TO EDITORS

For partnership and supplier opportunities for the Athletics World Cup London 2018 please contact commercial@athleticsworldcup.org

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Athletics World Cup

The Athletics World Cup London 2018 featuring all field and track events up to and including the 1500m will star the world's eight leading athletics nations over those disciplines: USA, Great Britain & Northern Ireland, Poland, China, Germany, France, Jamaica and South Africa. The ground-breaking two-day event takes place under floodlights across Saturday 14 and Sunday 15 July at the London Stadium.

You can find out more at <https://www.athleticsworldcup.org/>

#BehindEveryGreatCity

Sadiq Khan has launched the #BehindEveryGreatCity gender equality campaign to champion the fact that it is the achievements and contributions of women, from all walks of life, which make cities like London great. It coincides with the 100 year anniversary of the 1918 Representation of the People Act, which gave some women the vote, and was introduced thanks to the campaigning of suffragists and suffragettes.

The Mayor will use the centenary to work with London's many leading sectors – from culture, sport, education and business, to politics and public life – to support the continuing success of women and to push for greater gender equality for women from all backgrounds across the city. To find out more, visit www.london.gov.uk/behindeverygreatcity

UK Athletics

UK Athletics is the national governing body of the leading Olympic and Paralympic sport in Britain. British Athletics is the sport we represent, the people, the athletes, the fans, the team.

We work closely with the home countries to develop and grow all areas of the sport including elite performance, coaching, major international events, competition and grassroots programmes within schools and clubs.

World Platinum Investment Council

The World Platinum Investment Council Ltd. (WPIC) is a global market authority on physical platinum investment, formed to meet the growing investor demand for objective and reliable platinum market intelligence. WPIC's mission is to stimulate global investor demand for physical platinum through both actionable insights and targeted product development. WPIC was created in 2014 by the leading platinum producers in South Africa. WPIC's members are: Anglo American Platinum, Impala Platinum, Lonmin, Northam Platinum, Royal Bafokeng Platinum and Sibanye-Stillwater.

For further information, please visit www.platinuminvestment.com.

WPIC's offices are located at: 64 St James's Street, London, SW1A 1NF and Century Link Tower One, 1198 Century Avenue, Pudong New District, Shanghai.