



## News Release

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## **FOR IMMEDIATE RELEASE**

### **IIC Newsletter Team Member to Run in Great North Run 2010**

The Bupa Great North Run is the world's biggest half marathon. It will take place on Sunday, 19th of September, 2010. It consists of 54,000 runners running for charity.

The International Institute of Coaching's own Dawn Campbell has been selected to be one of the runners in this race. She will be running to benefit the British Heart Foundation. Dawn has been Newsletter Editor for the International Institute of Coaching and now work on the CIU IIC Newsletter team.

Here is an excerpt from Dawn's blog, Dawn Campbell Holistic Health, about her admission to the race:

*"Earlier this year my husband Robert kept mentioning we should enter for the Great North Run. To appease him more than anything, I yes, go ahead apply never really believing we'd get selected. After all, 50,000+ people run this popular event every year, so I figured our chances of getting selected were pretty low. Anyway, it was months and months away, so I didn't give it much thought.*

*Lo and behold, mid June we heard we'd got selected by the British Heart Foundation. You can just imagine my joy and excitement can't you. I'm a fair weather girl by nature so the timing was perfect. However, time management was an issue. I normally have to be prised out of my office and away from my computer so fitting training into my daily schedule wasn't something I looked forward to, especially as I hated exercise anyway.*

...

*So, four weeks ago I really wasn't sure I could possibly do this. The truth of the matter was, I didn't really desire to do it and I had limited belief to boot. Three weeks ago things weren't much better. I hated finding the time to train (preferring not to change my routine) so spent lots of energy resisting any attempts to get me out on the road by my Robert and son Chris who are both keen joggers.*

*Two weeks ago, there was a slight shift in my attitude as I got more mentally and physically*

*prepared. Throw a few bonuses into the equation (like dropping a few pounds in weight; sleeping better etc.) and hey presto, I think there's a runner lurking inside me.*

*Consequently last week was quite a different story. I'm amazed to say I'm actually starting to enjoy it. I actually got out there and ran of my own volition. What's changed? I'm still wearing the same running gear (oh alright, jogging gear), I'm still pounding the same roads but something has definitely changed.*

*Firstly, my belief, I concluded if thousands of people do this, then so can I. Also, my desire to succeed kicked in, proof that action breeds motivation. Now I'm not kidding myself that I'm going to run it in a news worthy way, but I now know and feel because I'm prepared that as long as I keep working at it, I'll be ok."*

**So please be sure to support this great cause and visit Dawn's British Heart Foundation Sponsor Page!**



Also, to read more about Dawn Campbell, and to read her blog, click the button below!



**Holistic Health**

Heal your mind, heal your body, heal your life

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Website



In 1999 a group of concerned coaches came together to establish the IIC, originally formed as the ECI, under the leadership of Ben Botes as the original founder and CEO. Ben was ably supported by Aina Egeberg who was head of Erikson Coach Training in the UK. The initial focus was on life coaching but this was quickly changed to embrace [all areas of coaching](#), including Business, Executive, and Corporate of coaching. The current [President and Vice President](#) joined in 2002 and stepped into their leadership roles a year later.

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