

It's Strictly British for Anglian Home Improvements

Submitted by: Anglian Group

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Anglian Home Improvements (<http://www.anglianhome.co.uk/>) is proud of its British heritage. It manufactures all of its products in the UK and is the country's biggest double glazing window, door and conservatory specialist. As part of the company's dedication to celebrating its roots, Anglian invests in sponsoring young talent and is delighted to see one of its protégés pushing the boundaries this weekend as he limbers up for the new season of the BBC's Strictly Come Dancing.

Anglian has sponsored Louis Smith for the past 18 months and has seen him grow from a promising, young gymnast into a silver Olympic medal winner at London 2012 and household name. His stamina and determination to succeed make him a natural partner for this strong, successful British brand. Needless to say, the whole team at Anglian will be cheering on Louis and his dance partner Flavia Cacace on Strictly Come Dancing (<http://www.bbc.co.uk/programmes/b006m8dq/profiles/louis-smith>) over the coming weeks.

Louis Smith is just one example of Anglian's ongoing support for grass roots talent – another being 18 year old middle distance athlete Charlie Grice who took a bronze medal for Team GB at this year's Youth Olympics in Singapore. Grice is already a faster athlete at this age than both Sebastian Coe and Steve Ovett – and faster than Roger Bannister ever was – so he is definitely one to look out for at the next Olympics.

Top athletics coach Jonathan Bigg, who introduced Anglian to Charlie Grice, knows what a difference such investment can make to a young athlete's life. He explains, "The support of a sponsor such as Anglian makes a meaningful difference to what some of these young athletes can achieve. It gives them the ability to continue training, which allows them to succeed."

Martin Troughton, Marketing Director at Anglian Home Improvements, comments, "Anglian has sponsored several young British athletes. Our commitment to nurturing talent, whether established or still in development, is part of our company philosophy for celebrating the best of British and raising the standard."

Further information about Anglian's sponsored athletes can be found on the Anglian Home Improvements blog (<http://blog.anglianhome.co.uk/>) and YouTube channel (<http://www.youtube.com/user/AnglianWindows?feature=watch>).

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Notes to Editors:

About Anglian Home Improvements:

Established in 1966, Anglian Home Improvements is the UK's leading home improvements company, responsible for the employment of 4500 people. With more than 45 years' experience of providing UVPC double-glazing windows, Anglian ensures it is ahead of the competition with a continuing research and

development programme. Anglian offers an extensive range of home improvement products, including double glazing replacement windows and doors, conservatories, driveways, solar products, garage conversions and roof trims.

For further information visit www.anglianhome.co.uk or please contact:

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