

## British Athletes to Melbourne – Target... 75,000 Pounds

Great Britain, unlike some other countries, does not get any Government assistance in sending teams abroad for Olympic Games ; hence the British Olympic Association's appeal for funds.

Said the Duke of Edinburgh, guest of honour at the B.O.A.'s Golden Jubilee Dinner held in London, to launch the appeal-and, incidentally, the man who will open the 1956 Games in Melbourne : "The team we want to send should be composed of amateurs and not temporary Civil servants." In other words, he does not agree with people who think that the Government should take a hand.

"A minimum of £75,000 will be needed to send a representative team to Melbourne", said Lord Burghley, Chairman of the B.O.A. Council. Remember, the Association must also make substantial grants for the expenses of Britain's teams in the Winter Olympics (Cortina, Jan. 26 Feb. 5) and equestrian events (Stockholm, June 10-17).

So £75,000 is the target. How is it going to be raised ?

Well, an Appeals Committee has been formed under the presidency of the Duke of Beaufort and with Lt.-Gen. Sir Frederick Browning and Lord Burghley as joint chairmen. It includes leading represen-

tatives of many of the major industrial, commercial and financial interest in Britain who have promised their support. (But note Lord Burghley's comment: Small contributions from the ordinary man will be just as welcome as those from industrial concerns.)

In addition, the Committee is representative of all sports in the Olympic programme. Branches and local committees have been formed in Scotland, Wales and N. Ireland.

The Committee is sending out 100,000 Appeals letters — and many donation lists — to businesses, sports clubs and individuals. It will also organize various functions — notably an Olympic Ball (Grosvenor House, London, July 12) and a film *première* of *Alexander the Great* (London, February). The Appeal will also benefit from the *Cavalcade of Sport* at London's White City in May.

Says the B.O.A. : "Great Britain will do all in her power to enter a worthy and representative team. The Association will give priority to those competitors who have a reasonable chance of gaining a position in the first six in their event. It also hopes to ensure that at least one representative of all individual sports, as distinct from team sports, is given the opportunity of Olympic competition."