



SHELLEY RUDMAN QUEEN OF BOB SKELETON

Shelley Rudman is the UK's Number One female Bob Skeleton athlete. Shelley earned the only women's place in Team GB's Bob Skeleton squad for the Winter Olympics in Turin (2006) and went on to win silver – Britain's only medal of the games. In January 2009, Shelley was crowned European Champion and in the following month, she came second in the World Cup. She is now one of Great Britain's most exciting prospects for a Gold medal at the next Winter Olympic Games in Vancouver in 2010.

Born in Wiltshire, Shelley, now 28, went to the University of Bath in 2001 where she read Sports Science. After her original dream of becoming a world class athlete in the 400m hurdles was ended through injury, a chance introduction to Bob Skeleton by a friend saw Shelley clock an impressive time at her first attempt and she decided to pursue a career in the sport. Success with the sled followed with Shelley claiming consecutive British Skeleton Championships titles in 2004 and 2005, and becoming the World Student Champion in 2005.

Shelley lives in Sheffield with her fiancé, Kristan Bromley, and their two year-old daughter, Ella-Marie. Kristan is the UK's number one male Bob Skeleton slider, known on the circuit as "Dr Ice" because of his work in developing the state-of-the-art sled they both use. Last year, Kristan became the first man to complete the clean sweep of Bob Skeleton titles by winning the European, World Cup and World Championship. The couple are now intent on making it a double celebration in Vancouver. They epitomise the working modern family, they continue to train hard and compete around the world, yet taking Ella-Marie with them wherever they travel.

King of Shaves has sponsored the Queen of Skeleton, Shelley Rudman, since the Turin Winter Olympics in 2006. Shelley is now the face (and legs!) of their women's range, King of Shaves Woman.



Notes to Editors:

Full Name: Shelley-Marie Rudman

Born: March 1981

Selected results:

2003: 10th in World Junior Championships

2004: Gold in Europa Cup

2005: Gold in World University Games

2006: Silver in Turin Winter Olympics

2009: European Champion

2009: Overall Silver in World Cup

For more detailed information on Shelley please visit www.shelleyrudman.com or www.thekingofshavescompany.com

About King of Shaves: King of Shaves is a range of innovative and performance shaving products for men and women. Since Will King created the Original Shaving Oil in 1993, King of Shaves has grown to become the number two 'shaving software' brand in the UK, and is the fastest growing brand in its market place. A King of Shaves product is sold every four seconds worldwide. In 2008, King of Shaves launched its first razor, the award winning Azor with unique patented "Technology of Bendology". For stockist information call **0800 0838416** or visit the King of Shaves website www.shave.com which also has full details of the entire range, plus shaving tips and FAQs.

For media information please contact **Brian MacLaurin Associates** on **020 8834 1806** or email rania@brianmaclaurin.com. To download images please visit: www.thekingofshavescompany.com

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