



Hurdling Internet Sensation, Michelle Jenneke - Press Conference Tomorrow

Signs with Six Sides Management Group, plans for the next 12 months

Michelle Jenneke, who recently became an internet sensation after footage of her pre-race warm-up dancing went viral, has signed with sports management company Six Sides Management Group.

Nineteen-year-old Jenneke's unique warm-up routine was captured at a 100 metres hurdles heat at the 2012 Junior World Championships in Barcelona, with one version of the video amassing more than 17 million views on YouTube. The footage has since been broadcast on media outlets worldwide.

Damian Triffitt, the Managing Director of Six Sides Management Group, states, "Not only has Michelle achieved a level of media exposure most athletes can only dream about, she has the athletic skills to back up this global attention. Michelle also has this amazing personality that is bubbly, endearing and generous. She really is a sponsor's dream."

Jenneke and Six Sides Management Group will hold a press conference at 11am on Wednesday 29 August, where Jenneke's personal and athletic career plans for the next 12 months will be revealed.

The press conference will be held at: Blu Bar, Level 36, Shangri-La Hotel, Sydney 176 Cumberland Street, The Rocks, Sydney NSW 2000

ABOUT MICHELLE JENNEKE

Michelle Jenneke was born 23 June 1993 in Sydney, New South Wales, Australia. Jenneke trains at the Cherrybrook Athletics Club in the 100 metres hurdles and sprint events. Career highlights so far include winning a Silver medal in the 100 metres hurdles at the Singapore 2010 Youth Olympic Games and coming third in the 100 metres hurdles at the 2011 Australian Open Track & Field Championships. In the 100 metres hurdles, Jenneke is the reigning NSW Open Champion and current Australian Junior Champion.

ABOUT SIX SIDES MANAGEMENT GROUP

Six Sides Management Group is a sports management company that specialises in brand engagement, sponsorships, events, marketing and public relations. Its client list includes Gold-medal winning Olympians and international cricketing superstars. Six Sides Management Group's deal negotiation skills, corporate associations, marketing expertise and international sporting connections make it a unique entity in the world of sports management.

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