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By Michael Barker

Monday 20th July 2020, 12:25 GMT

Jaffa signs up Olympic canoeing prospect

Kimberley Woods, who is tipped for success at next year's Olympics, has been announced as a Jaffa Ambassador



Canoe slalom athlete Kimberley Woods has been announced as a Jaffa Ambassador as part of the fruit brand's ongoing support of British Canoeing.

The partnership will see Woods, who comes from Rugby, supported over the next 18 months as she prepares to make her Olympic debut in Tokyo next year. Woods is regarded as a significant medal prospect at the postponed Games.

The announcement comes after the brand extended its support of British Canoeing last month, becoming

Official Fruit Partner for the organisation until 31 December 2021.

Woods said: "It is an incredible opportunity for me to be supported by Jaffa and I cannot wait for the next 18 months. With the Olympic Games on the horizon I'm really fortunate to have the support from them and share my journey with a wider audience. I can't wait for the journey ahead."

Rachel Hancox from Jaffa added: "We are delighted to be linking up with Kimberly Woods to support her journey to the Tokyo

Olympics in 2021. Following her silver medal at the 2019 ICF Canoe Slalom World Cup, sponsored by Jaffa, Kimberley has been working incredibly hard on and off the water. We have been inspired by how she has pivoted her training to be ready to compete in Tokyo next year.

"Over the next 18 months, we will use our shared platforms to inspire and encourage our audiences to pursue a healthy lifestyle, through physical activity and healthy food choices."