Search for the hero inside yourself

Posted on Wednesday 6th June 2012

Birmingham hero, Dean Miller

For the first time, members of the alumni community can be found across the London Underground and at train stations and airports up and down the country as part of the University's Heroes campaign celebrating excellence in many different fields.

In the run up to this summer's London 2012 Olympic Games, the new phase of the national marketing campaign is focused on staff and alumni who have achieved highly in the domain of sport.

The adverts for the campaign, which can now also be seen on billboards around Birmingham, aim to promote the outstanding impact the University is having in sport, continually striving for and achieving excellence.

The campaign features three notable alumni sport stars who have achieved fantastic results whilst being supported by the University.
Our alumni heroes are: 1500m world silver medalist and Olympic hopeful Hannah England (BSc Biochemistry, 2009), Paralympic track hopeful Dean Miller (BA Sport and Physical Education, 2011) and para-cyclist Lora Turnham (BSc Physiotherapy, 2010).

'The Heroes campaign has been fantastic to be involved in, it has been an honour to be recognised by the University as one of their heroes, following in the footsteps of some great researchers previously profiled.

'The sporting research and achievements at Birmingham are a testament to the high-quality teaching, training and coaching at the University and I still really enjoy training at the University, having developed well both academically and athletically during my time here,' comments Dean Miller.

The campaign, which will run until this summer's London games, also features academics Dr Matt Bridge a University senior lecturer and researcher in coaching and sporting science, Professor Joan Duda an expert in sports psychology and sports coaches Eleanor Jones and Bud Baldaro, highlighting the global impact the University is having as a centre for excellence in sporting research.

To find out more about this year's Birmingham Heroes and to see the campaign videos, please visit: **http://www.birmingham.ac.uk/university/heroes/index.aspx (http://www.birmingham.ac.uk/university/heroes/index.aspx)** .

© University of Birmingham 2015