

## Press Release

# Revolutionary British designed mattress powers Olympic runner

Newcastle, 17<sup>th</sup> April

**For immediate release**

When Liz Yelling crossed the line as the leading Britain in the London Marathon on Sunday, she cemented her place in the Great Britain team for the Beijing Olympics. A significant factor in her successful performances this year has been a revolutionary new mattress developed by Postura Healthcare, a Newcastle based Start-up Company.

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The Mammoth Elite Sport mattress was designed to meet the needs of elite athletes and sports people. It features leading edge materials and a novel design that helps with rest and recovery, allowing the athletes to train longer and harder. The Mammoth helps deliver improved muscle recovery, quicker reflexes and better sleep.

Liz Yelling has been sleeping on a Mammoth Elite Sport mattress for several months now and acknowledges the part it has played in helping her perform:

“The Mammoth has now become a crucial part of my training regime and I wouldn’t be without it.”

Liz had been feeling the strains of rigorous training, but noticed benefits straightaway when she switched to Mammoth:

“I could tell the difference immediately – I was able to sleep on my side and the foam relieved the usual pressure. My morning hip pain has disappeared leaving me refreshed and ready for training every day.”

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John Tuton, Postura Healthcare's founder, is delighted to see his Mammoth Elite Sport mattress contributing to the success of one of the world's leading runners:

"It's fantastic news that our Mammoth mattress has helped Liz qualify for the Olympics. Liz was one of the first athletes to recognise the benefits of Mammoth, and we are delighted to feel part of her back room staff."

Other top sports-people using a Mammoth mattress include Sunderland footballers Kieran Richardson and Danny Higginbotham, and Scotland and Newcastle Falcon rugby player, Ross Beattie.

### Notes to editors:

**Liz Yelling** is one of the world's leading marathon runners. She is a Commonwealth Games medallist and ran the 6th fastest time in the world this year for the half marathon. As the leading Britain in the London Marathon (April 12<sup>th</sup>), she has qualified for the Beijing Olympics.

**Postura Healthcare** is a Newcastle based start-up business producing two of the most technologically advanced mattresses that a consumer can buy. They have received backing from the CELS (the Centre for Excellence in Life Sciences) and featured in ONE North East's Enterprise Island and Network into Enterprise programmes.

Recent research has shown that good sleep and posture can significantly improve health, healing and even life expectancy.

**Images of Liz Yelling** for use in press coverage are available on request.

A full Liz Yelling / Mammoth Elite Sport case study is available at <http://www.mammothsport.com>

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