



## GEORGINA COHEN ISRAELI SKELETON ATHLETE

OLYMPIC HOPEFUL | BEIJING 2022



**My goal is to become the first female to qualify Israel for a Winter Olympic games in skeleton. Join me this qualification season as I prepare to target Beijing 2022.**

## B | O

I began my journey with Bobsleigh Skeleton Israel (BSI) in October 2018 competing on the Europa Cup circuit. Little did I expect that four months later, I would be the first-ever female skeleton athlete to cross the finish line for Israel at a World Championships race in Whistler. Since then I have been pursuing my passion for sliding down an ice track headfirst representing Israel in locations across the world.

Skeleton bobsleigh is an adrenaline-fuelled ice sport that tests mental and physical skill combined closely with equipment knowledge to gain high speeds of 135kph (84mph) and hitting 5G pressures, earning its nickname Formula 1 on ice.

This is the most exciting and important year of my sporting career yet. Olympic qualification is not going to be easy, but I am ready to stand up and face the challenge. Qualification takes place across eight races in winter beginning in October 2021 and will be determined by the final international ranking on 16 January 2022.

I travel in winter to the tracks in North America, Europe and Asia and in summer, I base my training out of Tel Aviv Israel, between Wingate as an Athena Top Team athlete (females with Olympic potential), working with physios and nutritionists using the sprint track and gym. I combine this with the UK where they have world-class push training facilities and skeleton coaching. Due to health and travel restrictions, this summer I have adapted my training programme and location to achieve the best possible performance with access to skeleton-specific facilities. I will be based in the UK where I am a Full-Time Team Bath athlete supported with access to science-driven nutrition and programming, with expert skeleton coaching from successful British Olympian, Adam Pengilly.

I have a huge passion for this wild and exciting sport. To qualify and represent Israel at an Olympics would be a great sense of accomplishment. But the road doesn't finish in Beijing. Beyond wishing to continue to compete for Israel, I hope to play a key role in the growth of the sport of skeleton and the development of our team and play a positive role in improving the public perception of women's ability in sport.



# CHASING A LEGACY



I am often asked, why do you compete for Israel? I'm originally from Cambridge UK and made Aliyah (became an Israeli citizen) in 2018. There is a very relevant family story that drives my motivation for representing my country of Israel. My family are Mizrahi Jews from the Middle East - exiled during the modern era from Shiraz in Iran and Baghdad in Iraq; today there are just three Jews left recorded in Iraq (Wikipedia 2021). The families moved to India for a few generations and lived in Pune near Mumbai. After India gained independence from Britain, the family relocated mostly between the UK, USA and Israel.

My grandfather, Maurice Cohen, grew up a great sportsman. He captained the national Indian Water Polo team and they were headed for the Berlin Olympics in 1936. He was not allowed to compete because it was deemed too dangerous for him to enter Hitler's Germany as a Jew. He contested the decision, but in the end, was made to stay behind in India whilst his teammates competed in Berlin. It was a decision that he regretted his whole life.



**"If I am able to make it to the Olympics there would be a huge sense of pride for me representing Israel and my family, it would be a great sense of accomplishment"**

Georgie Cohen - BBC Sport 5 April 2021

Read the full feature:  
[www.bbc.co.uk/sport/winter-sports/56435414](http://www.bbc.co.uk/sport/winter-sports/56435414)



He did, however, compete in the Maccabiah Games, where he captained India hockey in Tel Aviv. He was also a great cricketer, who was wicket keeper in the England against the rest of the world match. As you can see here - I have a great deal to live up to! But, hopefully, you can see what it would mean to get the Cohen name for a Games, and represent the state of Israel, 86 years after my Papa was cruelly denied.



Maurice Cohen (centre) with the Indian Water Polo team



Maurice Cohen (front 2nd left) at the Maccabi Games, Tel Aviv.





# WHY DO I NEED SPONSORSHIP?



Established in 2002, Bobsleigh Skeleton Israel receives very little governing body funding and so it falls to the athletes to make the arrangements for themselves to finance and organise everything that goes toward performing in elite sport. Israel is nicknamed the "Start-up nation" – something I think chimes pretty well with our federation, as we're a small team with big ambition.

I have made it this far by investing in myself with my own finances, combined with the support of generous donations from my parents and family, season sponsors, in-kind sponsorship and crowdfunding.

## WHY BECOME A SPONSOR?

From spending a day trackside, logo placement, speaking engagements, gift packages or social media exposure, I offer unique and on-of-a-kind packages and opportunities according to my sponsor's needs. It is important that my relationship with you as a sponsor is mutually beneficial with shared values and that you become a member of my team.



## WHAT ARE THE COSTS?

The estimated cost for this upcoming Olympic season will be £85,000. This will cover my coaches' salaries, access to facilities, ice track runs, logistics, planning and strategy, equipment, maintenance, international travel, nutrition, healthcare and allow me to train as a full-time athlete; everything that goes into committing the best effort for Olympic qualification.

The Israel Bobsled and Skeleton Federation is an Amutah in Israel and a 501(c)(3) registered non-profit in the USA.

### 2022 season estimates

#### £25K | Coaching and support

Financing a professional support team who will travel with me to provide specialist coaching on the ice, the push start and data analysis.

#### £11K | Ice track training and facilities access

Covering track fees average £40 at each track, which is 2 runs per day, 5 days per week – 28 weeks per 20-21 season = total 140 days / 280 runs.

#### £10K | Equipment and testing

To help me to purchase, trial and test new kit and to optimise my equipment set up ahead of the Olympic year. Example costs are steel runners costing £700 per set, speed suit £1000, helmet £500.

#### £24K | Accommodation and subsistence

Supplying accommodation and subsistence for me and my coaching team at each training and race location throughout the whole season.

#### £15K | International travel

Travel costs, flight, equipment baggage costs, van and car hire.

### In-kind sponsorship opportunities:

- Vehicle – short wheel base 3 seater / transit van type or similar in the UK for a loan between August 2021 and April 2022 to carry equipment for European-based travel
- Van and/or car hire in the US and Canada in winter – dates to be confirmed
- Extreme sports and travel insurance
- Wind tunnel testing
- Accommodation travel sponsorship
- Protective, winter, sports performance clothing
- Athlete nutrition – gluten free/ dairy free health foods.





**LET'S GO  
SLIDING**

**GEORGINA COHEN**  
ISRAELI SKELETON ATHLETE

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