

Energize Press Release

Smoking Joe is remembered through Energize Project

Working with Alpha Boxing Club in Hemsworth, One to One Development Trust were lucky to be able to involve the late former world heavy weight title holder Joe Frazier in Energize - a project celebrating the Olympic Values of Friendship, Respect and Excellence. Fondly known as Smokin Joe, Frazier is well known for his victory over Muhammad Ali in 'The Fight of the Century' in 1971 where the two undefeated champions battled for the world title. Frazier represented America in the 1964 Olympics in Tokyo winning a gold medal. Joe sadly passed away from liver cancer on November 8th.

In his interview for Energize Joe Frazier said

"Being a black man at that time in the States during the Civil Rights movement there was only one way I could go in the Olympics and that was up, you earn respect and you must give respect".

On a tour of the UK Frazier was asked to get involved in Energize by boxing promoter Andy Booker

"Joe was a gentleman away from the sport, a true Olympian; it was a privilege and honour to have worked with him".

Energize is a media arts project funded by Wakefield Council's Creative Partners Scheme, the project run by One to One Development Trust is working with local sports clubs on how people involved in the club interpret the Olympic Values in their sport and in their community.

Dave Radford Head Coach of Alpha Boxing Club said *"We have worked with the Energize Project to document the thoughts of some of the best boxers in the sport including Roberto Durran, Joe Egan, Tim Witherspoon and of course Joe Frazier, each of them has been very supportive of what our club is doing in the community and with Energize. Joe Frazier is a worldwide icon and we are very lucky he chose to support this arts project".*

Judi Alston Chief Executive of One to One Development Trust said *"Wakefield Councils funding has allowed us to work with Alpha and other clubs to create a media project about the impact of the Olympics. Joe Frazier's contribution to the Energize project is very poignant as is his life story; he was a lovely man to have involved in the project".*

Councillor Glyn Lloyd of Ward 7 in Wakefield said *"Energize brings together local peoples stories with those of world class champions. Joe Frazier is an inspiration to generations of sports fans, his messages of working hard and respect are valuable lessons for young people now and its exciting that the local community are part of this project."*

Energize will be launched as a film and multimedia installation in March 2012. For more information about Energize and to see a clip of Joe Frazier from the project please visit

<http://www.onetoonedevlopment.org/energize/>

- For more information please call Judi Alston, telephone: 07901 686142
Photo attached. Joe Frazier with Tyler Wilson of Alpha Boxing Club