

60 year-old high diver celebrated as game changer by Björn Borg on Swedish Mother's Day.

At the age of 57, Annika Naenfeldt started training high diving. This weekend, she competes for Sweden in the LEN European Aquatics Championships in London after only three years of practice, and is now aiming for the World Championships in Budapest in 2017. This supermother and grandmother is now celebrated as a Game Changer by sport fashion brand Björn Borg.

This is not the usual story about an athlete doing her first international competition. This is the story about Annika Naenfeldt who defied her fear of heights and took on a career within high diving at the age of 57. This weekend, Annika competes in the European Aquatic Championships in London, age group 60-64, eagerly cheered on by her children and grand children.

- Annika is a true Game Changer, an inspiring person that has dared to break the norm with an amazing winner attitude. Very few people would have the guts it takes to take on such a demanding sport at the age of 57. To encourage others to go for their dreams, we want to salute Annika on Swedish Mother's Day, comments Jonas Lindberg Nyvang, Marketing Director at Björn Borg.
- I hope to inspire others, young as well as old, to follow their hearts and devote themselves to something that matters to them personally. There are many un-written rules that are quite easy to break, as long as you dare to challenge them. I am proud that Björn Borg chose to make this video with me, and I hope that it will make people stop and think for a while, says Annika Naenfeldt.

Annika Naenfeldt is celebrated as part of Björn Borg's work to put the spotlight on athletes that go their own way, break norms or in other ways follow their hearts to achieve their dreams within sport; people who refuse to give up and who win against all odds. Björn Borg has previously highlighted the world's first hijab-wearing ballerina, 14 year-old Stefanie Kurlow. The effort is inspired by tennis legend Björn Borg's unparalleled winner instinct.

See the video, link: <https://www.youtube.com/watch?v=WCdeTLb16hY>

Link Björn Borg: <http://www.bjornborg.com/>

Link LEN European Aquatics Championships: <http://euroaquatics2016.london/>

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