



**PRESS RELEASE**  
**MAKE YOUR DAILY CUPPA COUNT WITH TYPHOO!**

---

Britain's much-loved tea brand Typhoo, is partnering with the Federation of Disability Sport to make sport more accessible for disabled men, women and children right across the UK, and 1966 World Cup legend Sir Geoff Hurst is lending his support.

Exercise may not be everyone's cup of tea, but for some it is a pleasure they rarely get to enjoy. The '**Typhoo Sports for All**' project, which launches August 2009, will enable everyone to get involved in sport – and for those who would rather sit back with their feet up and enjoy a cuppa, they can help too as money from every pack of Typhoo sold will be donated to the cause.

This brand new initiative will train 500 community-based sports coaches all over the UK and provide them with an accredited qualification in coaching disabled people, funded entirely by Typhoo. Sir Geoff Hurst is backing the project as brand ambassador to help raise awareness. He says:

*"I feel that this initiative is extremely worthwhile in helping to make a range of sports accessible to those with disabilities, enabling them to remain active and take part in everyday sport. Exercise is something which many of us take for granted and something which should be readily available to everyone. The Typhoo Sports for All project is working hard to make this possible. I am appealing to anyone in the fitness industry to come on board and help raise the profile of Typhoo Sports for All to secure even more support."*

The FDS mission is to increase participation in sport and ensure disabled people can access the sport and physical activity of their choice, at a level of their choice and a venue of their choice. The collaboration with Typhoo will go a great distance in helping to further the charity's goal.

To help make a difference to disabled sport in this country, all you have to do is buy special packs of Typhoo 'Sports for All' Tea (RSP £1.90 for 80 teabags, £3.50 for 160 and £4.60 for 240). Visit [www.typhootea.co.uk](http://www.typhootea.co.uk) for more information.