



PRESS RELEASE
MAKE YOUR DAILY CUPPA COUNT!

Britain's much-loved tea brand Typhoo has today announced their brand new Typhoo Sports for All campaign ambassador. Martine Wright, survivor of the 7/7 London bombings, will launch the second phase of the brand's continued partnership with the English Federation of Disability Sport (EFDS), aiming to make sport more accessible for disabled men, women and children right across the UK.



Martine follows 1966 World Cup Legend Sir Geoff Hurst who launched the start of the Typhoo Sports for All project in 2009. Since that launch, over 1,100 community sports coaches across the UK have gained a recognised qualification in coaching disabled people, free of charge.

Martine is better placed than anyone to highlight the importance of making sport accessible, now that she too, has to rely on the help of others to accommodate her requirements. Whilst travelling aboard the circle line on July 7th 2005, Martine was stood only 3ft away from the suicide bomber when he detonated his deadly device, resulting in the loss of both of her legs. Despite being a wheelchair user for life, Martine hasn't let her disability hold her back in any way. She has learnt to ski, flown a plane and, not only does she play for the Great British Volleyball team, but she strives to compete at the 2012 Paralympics.

Martine will continue to promote the Typhoo Sports for All courses because of the importance she sees in enabling a further 750 sports coaches to take advantage of the free training over the coming months.

Martine comments, *“I am so privileged to be involved in such a fantastic campaign as sport is important in all our lives whether we are disabled or not. I have seen sport from both sides; before I was disabled it gave me many positive qualities but now that I am disabled, sport has given me so much more. Sport can play a huge role in the life of someone disabled building your confidence, allowing you to meet like minded people but most of all it gives you a goal again, allowing you to do something that you love. Everybody should be able to get involved in the sport of their choice and Typhoo Sports for All is working hard to make this possible.”*

The '**Typhoo Sports for All**' project, which launched in August 2009, is working to ensure everyone can get involved in sport – but 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.

The Typhoo and EFDS 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.

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 (RRP £2.09 for 80 teabags, £3.79 for 160 and £4.85 for 240). Visit www.typhootea.co.uk for more information.