



PRESS RELEASE

TYPHOO SPORTS FOR ALL

Britain's much-loved tea brand Typhoo, has partnered with the Federation of Disability Sport (FDS) 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.

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 and venue of their choice. The collaboration with Typhoo will go a great distance in helping to further the charity's goal.

The '***Typhoo Sports for All***' project, which launched in August, 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.

Last year, Typhoo raised enough funds and interest from the public to train 500 coaches and gained demand for a further 400 to 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:

"I can't imagine my life without sport – it defines me and the way I live. I'm lucky that I was able to take it to a professional level and do what I love every day –some people don't get that privilege, that's why the Typhoo Sports For All is such an important initiative."

Chris Dalton, 59, from South Norfolk attended a Typhoo Sports for All course in Norwich on 19 February 2010. Being a Coach Educator & Field Based Trainer for the

ECB & Norfolk Cricket Board, he coaches children, adults and coaches and found the course extremely useful for seeing how many things he already does which can be adapted for disabled people.

“As an elite coach I coach the person not the sport. This means that disability is no barrier to progress. Finding the way to help the athlete achieve their potential is the key.”

Ron Young, 64, from Sunderland attended a Typhoo Sports for All course in North Tyneside on 24 November 2009. Ron became a Disability Cricket Development Officer when his eldest son, Ben, became deaf when he was three years old. Ron wanted to help his son to play the game in spite of his disability and now coaches in the Special Needs Schools in the three Sports Partnerships in County Durham and runs taster days for disabled youngsters in mainstream schools. Ron found that learning all the games, skills and procedures for working with youngsters with various special needs was of particular value.

“Everyone should have the right to access sport in an environment that they feel comfortable in and enjoy learning about the sport in a fun and enjoyable way.”

To find out about courses in your area, visit: <http://www.efds.co.uk/>....and don't forget to pick up a promotional pack of Typhoo Tea to help the cause!

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 for more information.