



# Jonnie Peacock launches Parasport powered by Toyota, an online hub to help disabled people be more active

15 March 2019

Parasport powered by Toyota, an online hub to empower disabled people to become more active, is being launched today by Jonnie Peacock.

The double Paralympic champion has teamed up with ParalympicsGB and Toyota (GB) PLC to support the campaign which will create one online destination for disabled people to discover and share the physical activities best suited to them.

Recent research shows that inactivity is more common for those with a disability or health condition\* (42%) than those without (21%). Parasport helps to address this challenge by encouraging people with disabilities to try new physical activities.

New Parasport will:

- Connect disabled people to opportunities to get active through a new digital platform: Parasport.org.uk, creating a vibrant community for people to share their experiences and become advocates for the benefits of being more active.
- Increase awareness of physical activity opportunities that are available for disabled people in the UK by enriching current listings and sourcing new ones, including accessible and inclusive sessions
- Challenge attitudes to disability and empower disabled people and their networks by providing the information, inspiration and confidence they need to become active

Parasport will be launched with a new film campaign, "It's Anyone's Game", which focuses the dramatic spotlight of sports ads onto an everyday cast of people with different impairments. It treats what usually happens in local leisure centres with a reverence usually reserved for the elite few, showing that sport and activity really is "anyone's game". For those with visual impairments, an audio described version of the advert is also available, narrated by 'The Last Leg's' Alex Brooker in his own unique style. The campaign will make its TV debut in Channel 4's The Last Leg on Friday 15th March and is predicted to reach over a million viewers.

The ad will also feature across a number of online and video channels, including Sky's 'AdSmart' platform, ALL4 and YouTube, and will be viewed more than 2 million times. There will also be a strong presence across social media platforms, with the ad featuring on Facebook, Instagram, Twitter and Snapchat, reaching more than 20 million people.

The campaign will also target the family and friends who can play a vital role in supporting disabled people to take part in more physical activity.

Jonnie Peacock commented: "I wanted to be part of this campaign as sport and physical activity has transformed my life in so many ways, providing countless great memories, friendships and filling me with the confidence to try new things - even dancing!"

"There is a sport or activity out there for everyone, no matter their age, gender or impairment - it doesn't matter whether you are competitive or not. My message to everyone is if you just turn up and have a go, you are already a winner."

Mike Sharrock, Chief Executive of the British Paralympic Association, said: "Parasport is a key part of helping us to deliver our vision: through sport, inspire a better world for disabled people.

"I am delighted that working closely with Toyota we are able to highlight the wide range of opportunities available for disabled people and provide the resources to empower them to make informed choices about the activities they would like to try."

Andrew Cullis, Toyota GB Marketing Director, said: "We are extremely excited to start on this journey with ParalympicsGB. Toyota believes strongly in creating a lasting legacy for our partnerships with the Olympic and Paralympic Games and this is an important step in our commitment to make movement better for everyone.

"Through Parasport Powered by Toyota, we have a great opportunity to significantly improve the landscape of grassroots disability sport in the UK, helping to remove some of the barriers to getting active."

The UK network of 180 Toyota retailers will also use Parasport to engage with their local communities and encourage fundraising and volunteering initiatives with employees.

**\*(Source: Sport England Active Lives Survey May 2017/18 report. Inactive means less than 30 mins/week)**

## **Media Enquiries**

Please direct media enquiries to Paul Cox, Head of Communications at the British Paralympic Association, via: [paul.cox@paralympics.org.uk](mailto:paul.cox@paralympics.org.uk) 07766 991152.

## **Images and footage**

Latest photos are available on our Flickr page: <https://www.flickr.com/photos/paralympicsgb/>

## **Notes to Editors**

### ***Start Your Impossible***

Toyota GB's support for the national Olympic and Paralympic teams accords with the spirit of *Start Your Impossible*, Toyota's global campaign for inspiring the world to move in its role as the Worldwide Mobility Partner of the Olympic and Paralympic Games.

Toyota respects the Games as the world's biggest celebration of human movement, where the true power of sports to challenge, inspire and unify people can be learned.

*Start Your Impossible* reflects the many ways in which sport can bring people together and help them achieve their goals through dedication, team-work and the joy and excitement of competition. At a global level, Toyota is working with the International Olympic Committee (IOC) and the International Paralympic Committee (IPC) to help aspiring Olympians and Paralympians reach their dreams, regardless of their circumstances.

### **About the British Paralympic Association and ParalympicsGB**

The British Paralympic Association is the National Paralympic Committee for the UK, responsible for the promotion of the Paralympic movement in Great Britain and selecting, entering and funding the Great Britain and Northern Ireland Paralympic team.

ParalympicsGB is the Great Britain and Northern Ireland Paralympic Team competing at the summer and winter Paralympic Games. We know that the outstanding performances of our athletes have a powerful impact on the British public and can shift perceptions of disability in society, helping to inspire a better world for disabled people.

Our partners are tremendous supporters of the BPA and ParalympicsGB both through direct funds as well as their own fundraising activity. Further details are available at <http://paralympics.org.uk/partners>.

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