

DRAFT PRESS RELEASE

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London Launch of Sitting Volleyball

10th September at the Mile End Park Stadium

Newly-formed sitting volleyball club, East London Lynx, is spearheading the launch of London's bid to create a Great Britain sitting volleyball team capable of a medal position at the 2012 Paralympics Games. Host venue for the event, which is taking place on the 10th September, will be the Mile End Park Stadium, Rhodeswell Road, E14 7TW.

Sitting Volleyball is a fast and exciting game to play and to watch. The adaptation is considered more intense and quicker than its standing format. It is easy and fun to play at a recreational level and also, with greater technical and tactical skills, players have the opportunity for higher representation.

As players sit on the floor, the game has few sports injuries and can easily be played in smaller gymnastic or sport halls, including squash courts. Able-bodied participants have no advantage over disabled, making the game very suitable for integrating able bodied and disabled players.



The launch day is set to recruit as many players as possible both able bodied and disabled for the sitting volleyball team as possible. Also to raise the profile of sitting volleyball as a crossover sport, capable of being played by both.

The Mile End Park Stadium which has recently undergone a £15m facelift has kindly offered to host the event in their new sports hall. The £15m complex, which was opened by the sports minister Richard Caborn in February 2006, won the LD SA's Annual Built in Quality Award, for innovation in providing disability access. The event will take place from 10am until 4pm and is sponsored by Morgan Stanley's Disability Taskforce, and the London Borough of Tower Hamlets.

Visiting Dutch club Volleer and Slovenian club Paras will be demonstrating the game, alongside existing players from London, Kent and Cambridge.

Also invited will be the local Mayor of Tower Hamlets, and local star Danny Shittu of Watford FC. Gordon Neale will represent Disability Sport UK, and the British Volleyball Federation, and his presence at the event is seen as a statement of intent. Not only for the 2012 Paralympics but also for the establishment of a long-term programme for disabled volleyball in London and Great Britain.

East London Lynx Volleyball Club head coach Gary Beckford has been appointed by the London Volleyball Association into a new post for sitting volleyball. Gary will be leading the events on the day.



Editor's Notes:

Morgan Stanley

Morgan Stanley is a global financial services firm and a market leader in securities, investment management and credit services. The Firm's Disability Taskforce is made up of employees who actively promote and support disability in the workplace and the industry. The taskforce comprises of three main focus groups:

Awareness and Communication Action group

Accessibility and Services Action group

Recruitment and Career Development Action group

East London Lynx

Newly formed sitting volleyball club, East London Lynx is a London-based sitting volleyball club associated with the London Lynx volleyball club. The club's aim is to spearhead the launch of London's bid to help create a GB sitting volleyball team capable of vying for a medal at the 2012 Paralympics Games to be held in the capital.