

Paralympic spirit arrives in West London

Submitted by: Media Safari

Friday, 3 August 2012

Ottobock 'Passion for Paralympics' (<http://passion.ottobock.com/>) exhibition at the Westfield London Shopping Centre promotes Paralympic sports and showcases technology used by athletes

Ottobock Healthcare (<http://www.ottobock.co.uk>), the Official Technical Service Provider for the London 2012 Paralympic Games, and the International Paralympic Committee (IPC), have opened the London 2012 'Passion for Paralympics' exhibition at the Westfield London Shopping Centre in Shepherd's Bush. The exhibition will be located in the centre's main atrium from 28th July to 12th August 2012, and has been developed to raise awareness of the Paralympic Movement, sports and competing sportsmen and women at the London 2012 Paralympic Games. It is free to all members of the public and is open Monday to Sunday between 9am and 11pm.

"Ottobock is committed to helping people enjoy the Paralympic Games and we believe the activities at Westfield London will prove an invaluable tool to educate young audiences on the running blades in a fun and engaging way," said Philip Yates, Managing Director of Ottobock Healthcare in the UK. "As well as encouraging greater participation, we hope to transform the perception of disabled people in society and promote greater understanding of issues around accessibility and inclusion and their importance beyond the Paralympic Games."

The 'Passion for Paralympics' exhibition provides an interactive experience to help visitors understand and appreciate the incredible skills and strengths of Paralympic athletes and the technology they use to compete. Expert science communicators guide visitors through a series of activities. These include encouraging visitors to move their bodies in a variety of ways to understand the importance of human mobility and using balls to demonstrate the elastic properties of carbon fibre running blades.

The Ottobock/IPC London 2012 'Passion for Paralympics' travelling exhibition chronicles Ottobock's history and 24 years of involvement with the Paralympic Movement, includes stories of Paralympic and recreational athletes that use prosthetic limbs and visitors can experience an interactive display exploring the relationship between mood and gait. Ottobock's interactive exhibits will provide visitors with a hands-on experience of the most exciting Paralympic sports. These include one designed to enable visitors to feel the strength required to power a carbon fibre running blade and compare themselves with the Paralympic athletes that use them.

During the London 2012 Paralympic Games the 'Passion for Paralympics' exhibition will be open for ticket holders in the Olympic Park, Stratford.

Compete for a place on the Ottobock national hand cycling leader board

Visitors to the exhibition will also have the chance to take part in a hand cycling race and add their speed to a national leader board where they can compare it with other racers around the country. They will also be able to get involved by pledging their support for the London 2012 Paralympic Games by sharing what they are passionate about and taking a picture to upload to a fan wall on the Passion for Paralympics website, www.ottobock.com/paralympics.

Ottobock Healthcare is a world-leading supplier of innovative solutions for people with limited mobility and has been a partner of the Paralympic Games since 1988. As Official Technical Service Provider for the London 2012 Paralympic Games, Ottobock is responsible for providing over 80 technicians to deliver repairs and technical service for all competing athletes.

Sir Philip Craven, IPC President, said: "Ottobock is a much valued IPC worldwide partner and we are delighted that this exhibition will help build excitement for the Paralympic Games. The London 2012 Paralympic Games are set to be the best yet and this exhibition will give the public a greater understanding of the sports and athletes, as well as the technology used during competition."

"Ottobock is very proud of our history as technical provider for the Paralympic Games, and we are very excited to bring the Passion for Paralympics travelling exhibition to Westfield London," said Professor Hans Georg Nader, President and CEO of Ottobock. "This will be the 13th Paralympic Games where Ottobock has provided technical service and shared in the passion and excitement of watching these incredible athletes compete. The exhibition has been designed to raise awareness of Paralympic sports and athletes with the public, so that they can look forward to the London 2012 Paralympic Games as much as we are."

Picture caption: (Further images available on request)

Ottobock Healthcare, world-leading supplier of innovative solutions for people with limited mobility, has opened its Paralympic travelling exhibition at Westfield London. The exhibition will remain there for the duration of the London 2012 Olympic Games before moving to the Olympic Park in time for the London 2012 Paralympic Games.

Notes to editors:

Media wishing to attend are required to register 48 hours in advance. Please contact Charlotte Rowland at Media Safari to arrange a press pass ottobock@mediasafari.co.uk

About Ottobock Healthcare (<http://paralympic-press.ottobock.com/>)

Ottobock is a world leading supplier of high quality, innovative and practical solutions that restore human mobility and help people to rediscover personal independence. Ottobock Healthcare is part of the Ottobock global group of companies established in the UK in 1976. Its wide product range includes high quality prosthetic and orthotic components, wheelchairs, rehabilitation and mobility products available through the country's leading clinics and dealers. With a highly motivated and skilled team of professionals offering expert advice, product sales, service and support, Ottobock solutions enhance the physical comfort, confidence and mobility of the individual. Ottobock aims to achieve the best possible outcome for its customers, combining the latest technology with cutting-edge products and services.

Ottobock is also the Official Prosthetic, Orthotic and Wheelchair Technical Service Provider of the London 2012 Paralympic Games. It has been supporting people with disabilities to participate in sports and recreation for more than three decades, and has been a Partner of the Paralympic Games since 1988. Ottobock has been an official 'Worldwide Partner of the Paralympic Movement' since 2005.
www.ottobock.co.uk

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