

Interactive exhibition celebrating Paralympic Sport opened by Ottobock and the International Paralympic Committee in Olympic Park

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Passion for Paralympics exhibition will give the public the chance to try equipment used by Paralympic athletes during 2012 Paralympic Games

Ottobock Healthcare, the Official Technical Service Provider for the 2012 Paralympic Games, and the International Paralympic Committee (IPC), have today opened the 'Passion for Paralympics' (<http://passion.ottobock.com/>) exhibition at Olympic Park in London. The exhibition, designed to raise awareness of Paralympic sport and competing athletes during the 2012 Paralympic Games, will be at Olympic Park between 30th August and 9th September 2012. It will be available for Paralympic Games ticket holders to visit and is open Monday to Sunday between 9am and 10pm.

Passion for Paralympics Travelling Exhibition (<http://passion.ottobock.com/en/exhibition/>)

Interactive exhibits will provide visitors with a hands-on experience of the most exciting Paralympic sports (<http://paralympic-press.ottobock.com/en/home/equipment/equipment-used-in-paralympic-sport/>). 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.

Visitors will have the chance to take part in a hand cycling race and add their speed to a leader board where they can compare it with other racers around the country. They will also be able to pledge their support for the 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 (<http://www.ottobock.com/paralympics>).

The exhibition includes stories of Paralympic and recreational athletes that use prosthetic limbs and wheelchairs; an interactive display exploring the relationship between mood and gait; and a history of Ottobock's 24 years of involvement with the Paralympic Movement (<http://paralympic-press.ottobock.com/en/home/about/paralympic-games/partner-since-1988/>).

Ottobock Healthcare, world-leading supplier of innovative solutions for people with limited mobility, has been a partner of the Paralympic Games since 1988 and the exhibition will showcase the role of the company and history of the Paralympic Games over this time. As Official Technical Service Provider for the 2012 Paralympic Games, Ottobock is responsible for providing over 80 technicians during the Games to provide repairs and technical service.

Sir Philip Craven, IPC President, said: "Ottobock is a much valued IPC worldwide partner and we are delighted that this exhibition will help spread 'passion for the Paralympics'. The 2012 Paralympic Games have the potential to be the best yet and this exhibition will give the public a greater understanding of the Games and athletes, as well as some of the technology athletes use during competition and their day-to-day lives."

“Ottobock is committed to helping people enjoy the Paralympic Games and key to this is understanding the equipment Paralympians use,” said Christin Gunke, Chief Marketing Officer of Ottobock. “The Passion for Paralympics exhibition provides an interactive experience for visitors of all ages to learn more about Paralympic sport by trying the equipment and learning about the technology behind it.”

Picture caption: (Further images available on request)

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About Ottobock Healthcare (<http://www.ottobock.co.uk>)

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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