



## **THE SKIERS AND BOARDERS CHARITY ENCOURAGE THE SKIING COMMUNITY TO GET INVOLVED!**

The skiers and boarders charity, **Disability Snowsport UK (DSUK)** are here at the Ski Show in Birmingham to encourage the skiing community to help them achieve their vision; to provide people with disabilities the opportunity to ski and snowboard alongside the able bodied at all ski facilities and resorts.

Members of **DSUK** will be in attendance to highlight the tremendous work that is carried out by the charity and what it means to them to be a part of such an amazing and challenging sport.

One such member, Judy Ekins, has been involved with disabled skiing for many years now, organising her own trips for the charity and making it possible for others with disabilities to enjoy the many benefits snowsport has to offer.

**Judy is an above knee amputee and has not only conquered her own disability by taking part, but has now become one of the very few people with a disability to become a fully fledged BASI Adaptive Ski Instructor so she is able to teach and encourage other people with similar disabilities on the slopes.**

**DSUK** seek to help individuals improve their quality of life and transfer the benefits that they can gain from taking part in snowsport into their everyday lives.

**DSUK CEO Fiona Young said** *“Adaptive skiing is a caring, therapeutic experience between individuals who make a choice to actively access adventure in spite of chronic health problems and physical or learning disabilities. It is lived, breathed, felt and experienced. Snowsport provides people with a method to conquer barriers that confront them each day and helps to improve their quality of life. Benefits gained from taking part can be transferred into everyday lives. Each week we witness how our work has helped physical and cognitive development as well as improving social and emotional skills.”*

Activities take place across the UK and cover a network of local group training sessions, schools and youth programmes, dedicated adaptive snowsport schools, activity weeks in Europe & the US, and we work alongside the **British Disabled Ski Team**, both supporting the current team and working on grassroots programmes to identify and encourage new talent, especially in young people.

Judy, other members and volunteers are available throughout the show to discuss how others can become involved and to give advice to our disabled community on how they can get onto the slopes!

Come along and have a chat with the team to find out more about disabled skiing in the UK and how we need to raise vital funds to continue our good work.

For further information regarding, our current athletes and race results, please visit our dedicated website: - [www.disabilitysnowsport.org.uk](http://www.disabilitysnowsport.org.uk)

For photocall and interview opportunities, please contact: -

**Steven West** on **07831 478 171**, he will be present at the show from Friday through to Sunday.



**Notes to the Editor: -**

**Disability Snowsport UK** is a registered charity: Charity Number 287106.

**Disability Snowsport UK** is a people-centred organisation with a unique sense of purpose: that anyone regardless of their disability can take part in and enjoy the thrill of snowsport. For nearly 30 years we have applied exceptional know-how and adaptability to enable those with a disability to experience the joy of skiing alongside the able-bodied. We provide therapeutic, life-enhancing and, most importantly, exciting activities for individuals and groups of all ages who require adaptive equipment, specialist instruction and support.

We believe that anyone with some degree of mobility can participate in snowsport, and as such, we support and encourage each individual to reach their full potential on the slopes. In some cases, a person can ski better than they can walk, providing a freedom previously unknown to them.

The experience of snowsports often proves to be life-changing, with numerous physical, mental and emotional benefits. These can include:

- Improved self-esteem and confidence
- Greater independence
- Access to social opportunities
- Therapeutic and physiotherapy benefits
- Increased level of fitness
- Development of new skills and achieving personal goals

Our work takes many forms, catering for children and adults all over the UK with all disabilities and capabilities: from the recreational skier to those of a racing standard who can become part of the **British Disabled Ski Team** and compete in races all over the World. Our programmes include:

- ❖ Dedicated adaptive snowsport schools
- ❖ Schools and youth programmes
- ❖ A network of thirteen local groups
- ❖ Overseas activity weeks
- ❖ Support for the **British Disabled Ski Team**
- ❖ Support for the Youth Development Squad – bringing talent from grassroots to racing standard
- ❖ Support for the development of adaptive facilities in continental Europe
- ❖ Training for instructors, volunteers and snowsport centre staff
- ❖ Advice, information and encouragement for members and the wider community.

One of the key elements that make our charity so successful is the fact that so many of the people involved are volunteers. We have almost 400 volunteers who give up their time and money to assist our work on our overseas activity weeks, at our adaptive snowsport schools and perhaps most importantly, at our local groups, which are entirely volunteer run.

If you wish to find out more go to our website [www.disabilitysnowsport.org.uk](http://www.disabilitysnowsport.org.uk) or email us at [media@disabilitysnowsport.org.uk](mailto:media@disabilitysnowsport.org.uk) to receive a media pack.

For future media enquiries, please contact **Susan Harrison** on **07792 320583**

**Ends**