



CONTINENTAL BOTTLE COMPANY LTD

## Press Release

November 2016

CBC are proud to promote 'Sports Traider' throughout 2017 and beyond.

Sports Traider is a youth-focused charity offering youngsters the kit and support they need to discover and fulfill their sporting ambition and potential, whatever their background, ability or disability.

### SPORTS TRAIIDER

CREATING A LEVEL PLAYING FIELD

During London 2012 and more recently the Rio 2016 Paralympic Games, the nation become truly inspired by our Team GB achievements; most notably their unwavering commitment, dedication and the remarkable story behind each success.

What we seldom see and, therefore, can even begin to understand, is the very real and positive impact that our Paralympian athletes achievements have on the younger upcoming generations.

All of whom find themselves facing the very same situations and barriers that today's Paralympic champions once faced. Each inspired in the knowledge that dreams can come true. Each with aspirations, dedication and willing to make the required sacrifice to reach those achievements.

Sportstraider is a notable UK registered and audited charity that helps disabled and disadvantaged athletes to achieve their goals; to remove the barriers and compete in sports they never dared to dream as being possible.

Sportstraider provides the opportunity for participation and the real chance that one day they too can become somebody else's hero in the future.

[www.sportstraider.org.uk](http://www.sportstraider.org.uk)

Sports Traider Charity  
Interchange Business Centre  
Howard Way, Milton Keynes  
Buckinghamshire, MK16 9PY  
Tel: 01908 299340  
[info@sportstraider.org.uk](mailto:info@sportstraider.org.uk)

### WHEEL POWER

64 Golds | 39 Silver | 44 Bronze... Team GB Record Medal haul

The successes of **Team GB** in RIO has overwhelmed Sportstraider with disadvantaged young athletes, parents and schools all asking for advice, support and financial help to acquire specialist sports wheelchairs, adapted bicycles and specialist training equipment.

Demand is also huge from local community clubs who desperately want to support young athletes by having the specialist equipment available for use within local communities.

### How can you help?

Help is a thing we all find incredibly hard to ask for. The irony is that if asked, the majority of people are more than willing to help wherever they can. We need help.

Specialist equipment is expensive! Depending on which sport and the specialist equipment required, costs can vary from between **£500.00** to in excess of **£4,000**. Our goal is to raise **£4,000** to purchase one adapted wheelchair.

Every contribution helps no contribution is too small! We are reaching out to you in the hope that your contribution towards the funding of our purchase will enable you to share with us the success story behind this chair during its lifecycle and, those who have used it as part of their journey to success. A remarkable and compelling story in the making.

To help **support our journey**, we have set up a Golden Giving page, and would ask that any **donations** are made via our dedicated link

[www.goldengiving.com/charity/sports-traider](http://www.goldengiving.com/charity/sports-traider)

**"Let's change lives together  
and create new heroes."**

U.K Tax benefits can be claimed against contributions made, and are offset against any corporation tax payments made during the tax year period.

Information can be found at [www.sportstraider.org.uk](http://www.sportstraider.org.uk) there is also a Golden Giving page that they have set up where donations can be made and this is at [www.goldengiving.com/charity/sports-traider](http://www.goldengiving.com/charity/sports-traider)

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