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For immediate release

TV pals support roll out of sports clubs for blind children

“Going to the club helped me realise that just because I am blind doesn’t mean I can’t do the same things that sighted kids can do” Mehreen, age 10

The roll out of Actionnaires, the largest national sports project for blind and partially sighted children, will be given a boost in June by four young TV stars!

The multi sports clubs, run by national charity Action for Blind People, give visually impaired children from eight to 16 the opportunity to take part in activities such as climbing, archery and swimming on a weekly basis. Special sessions have also included visits to ice rinks and dry ski slopes, and even coaching days with Aston Villa FC and Durham County Cricket Club!

Promotion of the clubs will be given a boost by a link up with the Nickelodeon cartoon ‘All Grown Up’, the sequel to the hugely successful cartoon ‘Rugrats’, which follows the adventures of Angelica, Chuckie, Tommy and Susie. For a six-week period starting in June, pin badges featuring the characters will be sold in over 2000 Lloyds TSB branches, with the aim of raising a further £50,000 towards Actionnaires.

Speaking about the campaign, Colin Vince, Sports Development Manager for Action



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for Blind People said: "Our Actionnaires clubs provide visually impaired children with an opportunity which they would otherwise not get - to enjoy sport in a safe, structured and supportive environment. Supervised by specially trained coaches, many kids learn to run, jump and throw for the first time; and just as importantly they meet other children and make new friends. We hope that by joining forces with Lloyds TSB to promote the 'All Grown Up' pin badge campaign, we can continue to fund the roll out of Actionnaires clubs across the UK, moving into Wales in 2007. There are currently 25 clubs and our vision is to open 56 clubs by 2010."

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Notes to editors:

- Images from Actionnaires and of the pin badges are available from Action for Blind People's Press Office.
- Action for Blind People is an expert national organisation, ensuring blind and partially sighted people get practical support in all aspects of their lives. Contact Action for Blind People's National Freephone Helpline on 0800 915 4666 or www.actionforblindpeople.org.uk
- Action for Blind People is breaking down barriers that prevent visually impaired people from achieving the same opportunities as sighted people.
- 2007 marks Action's 150 years of transforming the lives of blind and partially sighted people.



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- If abbreviating “Action for Blind People”, please use "Action" rather than AFBP or ABP.