



Press Release

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BlazeSports Promotes Disability Awareness at Turner Broadcasting National Disability Employment Awareness Day

Atlanta, GA – BlazeSports America will host a BlazeDay at Turner Broadcasting Systems, Inc to promote disability awareness and education amongst Turner employees this Friday, October 16, 2009 from 11-2pm. The event, supported by the company's disabilities business resource group, coincides with National Disability Employment Awareness Month's goal of increasing the public awareness of the contributions and skills of American workers with disabilities.

"The program uses experiential disability sport and recreation activities to demonstrate and promote greater awareness of the abilities of people with disabilities", says Marybeth Jones, Assistant Director of Sport and Program Services for BlazeSports. The event will include the TBS Corporate Challenge, and hands-on experience that allows employees—both with and without disability—to try out sports chairs and play wheelchair basketball. BlazeSports staff experts will also be on hand to answer questions related to disability, sport, physical activity, health, and related issues. Nearly 250 Turner employees are expected to participate in the event.

BlazeSports promotes disability awareness and education through BlazeDays in the schools, communities, and worksites throughout the year. Formed in the spirit of the 1996 Summer Paralympic Games in Atlanta, BlazeSports America is a 501(c)(3) nonprofit organization that advances the lives of youth and adults with physical disability through sport, healthy lifestyles, and the prevention of chronic illness. BlazeSports provides sport teams, afterschool programs, camps, leadership/pre-vocational training, competitions, and sporting events for individuals with spinal cord injury, spina bifida, cerebral palsy, traumatic brain injury, muscular dystrophy, amputation, visual impairment or blindness, and other physical disabilities. In addition, BlazeSports provides distance learning and educational programs for officials, coaches, educators and volunteers. For more information, visit www.blazesports.org.

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