



Winners of the IFI Awards 2008

For Immediate Release

On Wednesday 10th December 2008 the first annual IFI Awards sponsored by CYBEX was hosted at the ICC, Birmingham. The evening was a great success and celebrated the fantastic work of IFI accredited facilities across the country.

Chris Holmes MBE, Britain's most successful Paralympic swimmer, hosted the evening, with Michael McGrath as the after dinner speaker who gave an inspirational insight into his experiences as a polar adventurer being the only disabled person to have reached both the North and South Poles. Michael also presented one of the winners with their award as one of the first IFI Inspirations. IFI Inspirations is a new project that was launched during the IFI Awards, with all 8-award presenters being the first to commit to the scheme.

IFI Inspirations is a collaboration of individuals who support and endorse the work of the initiative. All of these people have a story to tell and are role models to motivate other disabled people into physical activity; the IFI would like to thank the first 8 Inspirations for presenting an award at the event and for their continual support.

Although there can only be one winner on the night, the IFI were delighted with the response they received, being overwhelmed by the number of nominations and the exceptionally high standard of work that has been carried out by IFI accredited facilities. Bernard Atha, Chairman EFDS Operating Company, reiterated this during the evening and looked at the IFI achievements to date and the future of the initiative.

Sue Catton, IFI National Director,

"The IFI Awards are a clear signal of the momentum that the IFI has gathered and just what it now means to the industry to be regarded as inclusive. The industry has made staggering steps to progress from where the IFI started in 1998, yet it is important not to rest on our laurels. This year's winners will need to raise their game even further to replicate their success next year."





The winning facilities:

Innovation in Inclusive Marketing

Aspire National Training Centre (Stanmore, Middlesex)

Building Outstanding Partnerships

Riverside Ice and Leisure Centre (Chelmsford, Essex)

Creating Inclusive Environments

Pent Valley Leisure Centre (Folkestone, Kent)

Engaging Volunteers

Aspire National Training Centre (Stanmore, Middlesex)

Individual Commitment to Inclusive Fitness

Anne Meachem (Pendle Leisure Trust)

Developing Sport for All

The Pemberton Centre (Rushden, Northamptonshire)

Demonstrating Corporate Commitment

DC Leisure

IFI Award of Outstanding Achievement

Pent Valley Leisure Centre (Folkestone, Kent)

The event itself brought together accredited facilities, fitness equipment suppliers and key industry representatives who all play a significant role in the development of inclusive fitness opportunities. The IFI would like to thank everyone involved with the event, with an extended thank you to CYBEX the event sponsor, without whom the event would not have been possible. The night was truly inspirational and makes looking ahead to 2009 extremely exciting.

-Ends-

Notes to Editor

- The Inclusive Fitness Initiative's Inclusive Fitness Mark is the recognised mark of accreditation for the fitness industry recognising an inclusive provision.





inclusive fitness



- For additional imagery, interviews or photo opportunities, please contact Gemma Vessey, IFI Marketing Officer on 0114 2572060, gemma@inclusivefitness.org.

