

# The Paralympic Movement – Transforms the World

Sir Philip Craven





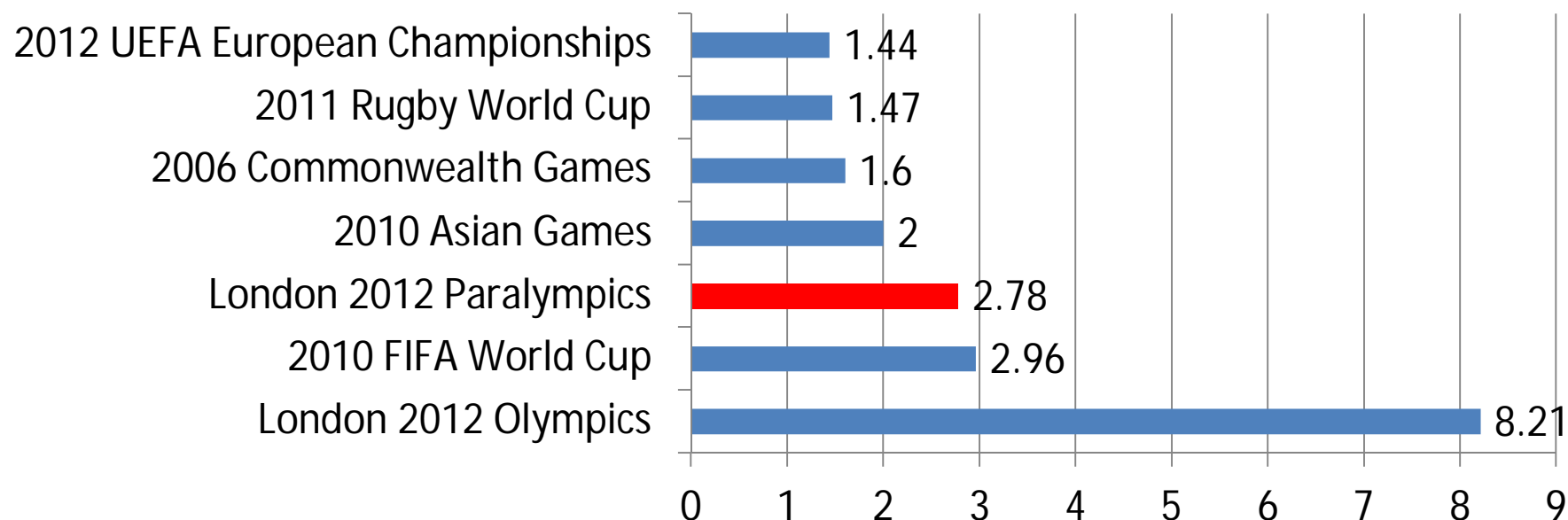
SPC TO REWRITE

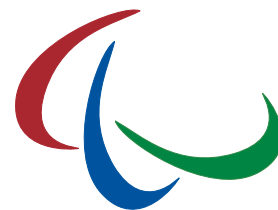




# Ticket Sales – Paralympics In Demand

**Tickets sold (millions)**





[illegible]

\*Nielsen London 2012 Paralympic Games Spectator Experience Research Survey

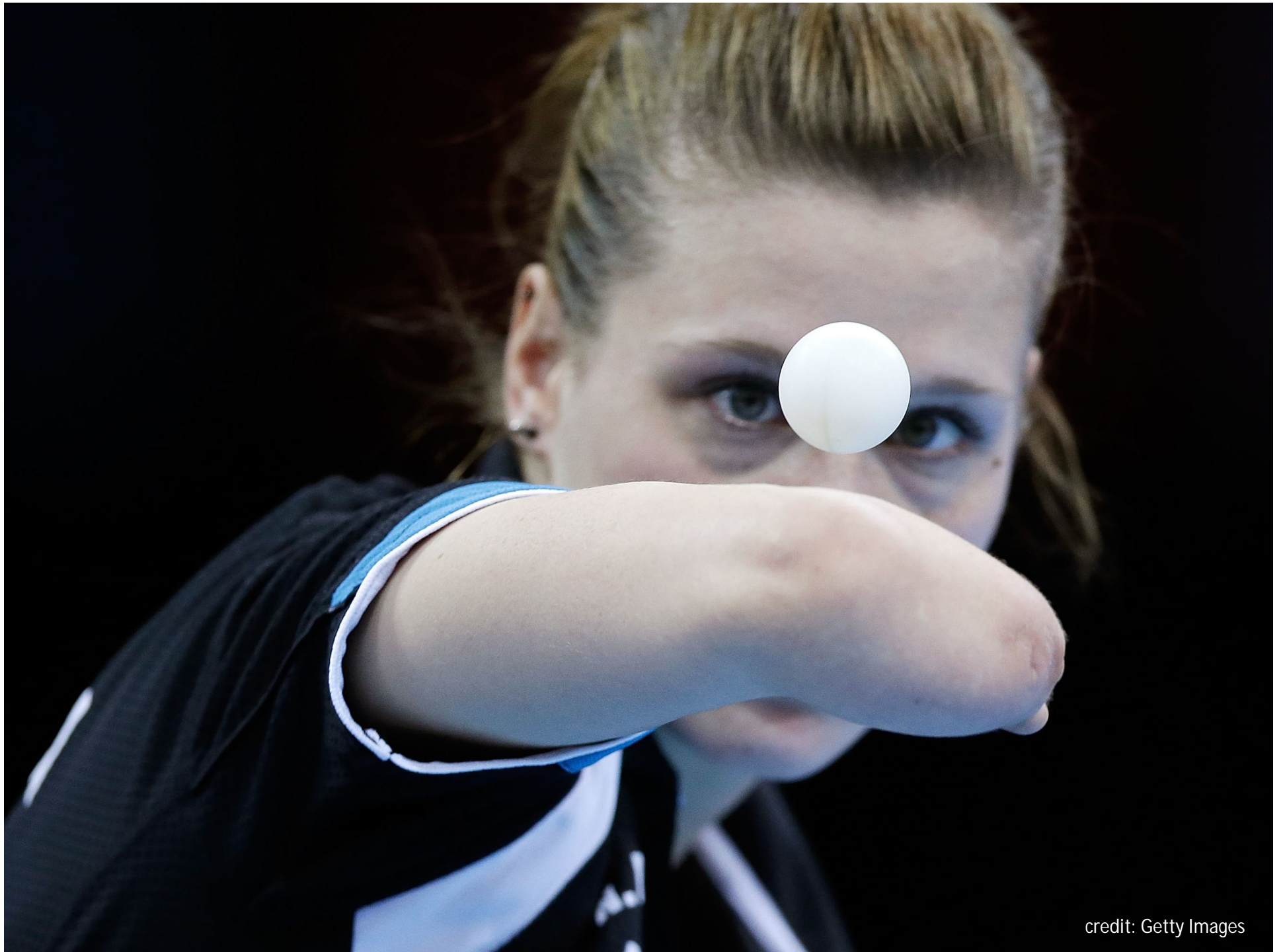




# The Paralympic Movement

## The Vision

- To enable Paralympic athletes to achieve sporting excellence and inspire and excite the world



credit: Getty Images



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# SPC TO REWRITE



credit: Getty Images



SPC TO REWRITE

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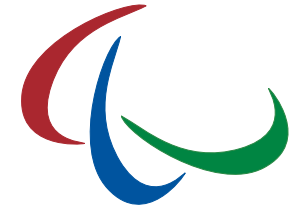


A large, dense crowd of spectators is shown in a stadium or arena, many of whom are waving Union Jack flags and cheering. The crowd is diverse in age and appearance, and the atmosphere appears to be one of high energy and excitement. The text "SPC TO REWRITE" is overlaid in the center of the image.

SPC TO REWRITE

credit: Getty Images





# Bring the world to Rio!



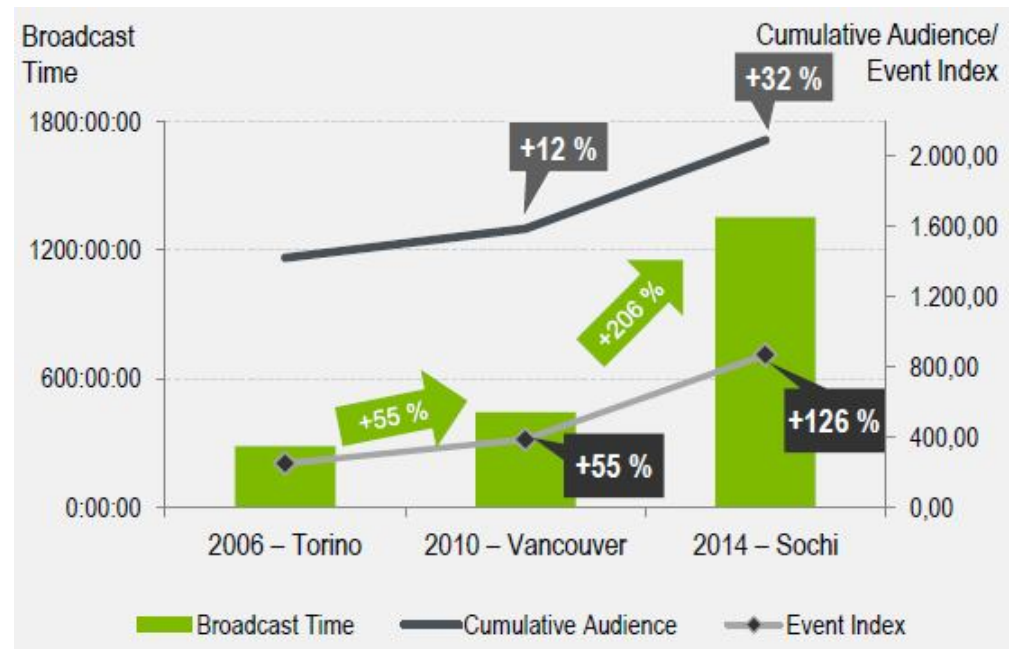
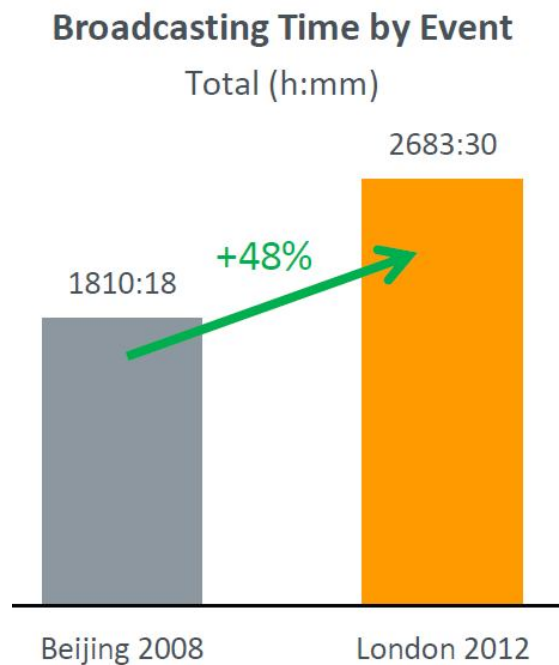
- Target certain territories for growth
- Strengthen the membership – more athletes from more countries
- An opportunity to change a continent (through Agitos Foundation projects)
- Paralympic debut of Para-Canoe and Para-Triathlon
- Balanced programme for women and athletes with high support needs
- Maintain sport profile in between Games and create star athletes





# Global Reach Through Broadcasting

Significant increase of broadcasting numbers for summer and winter Games





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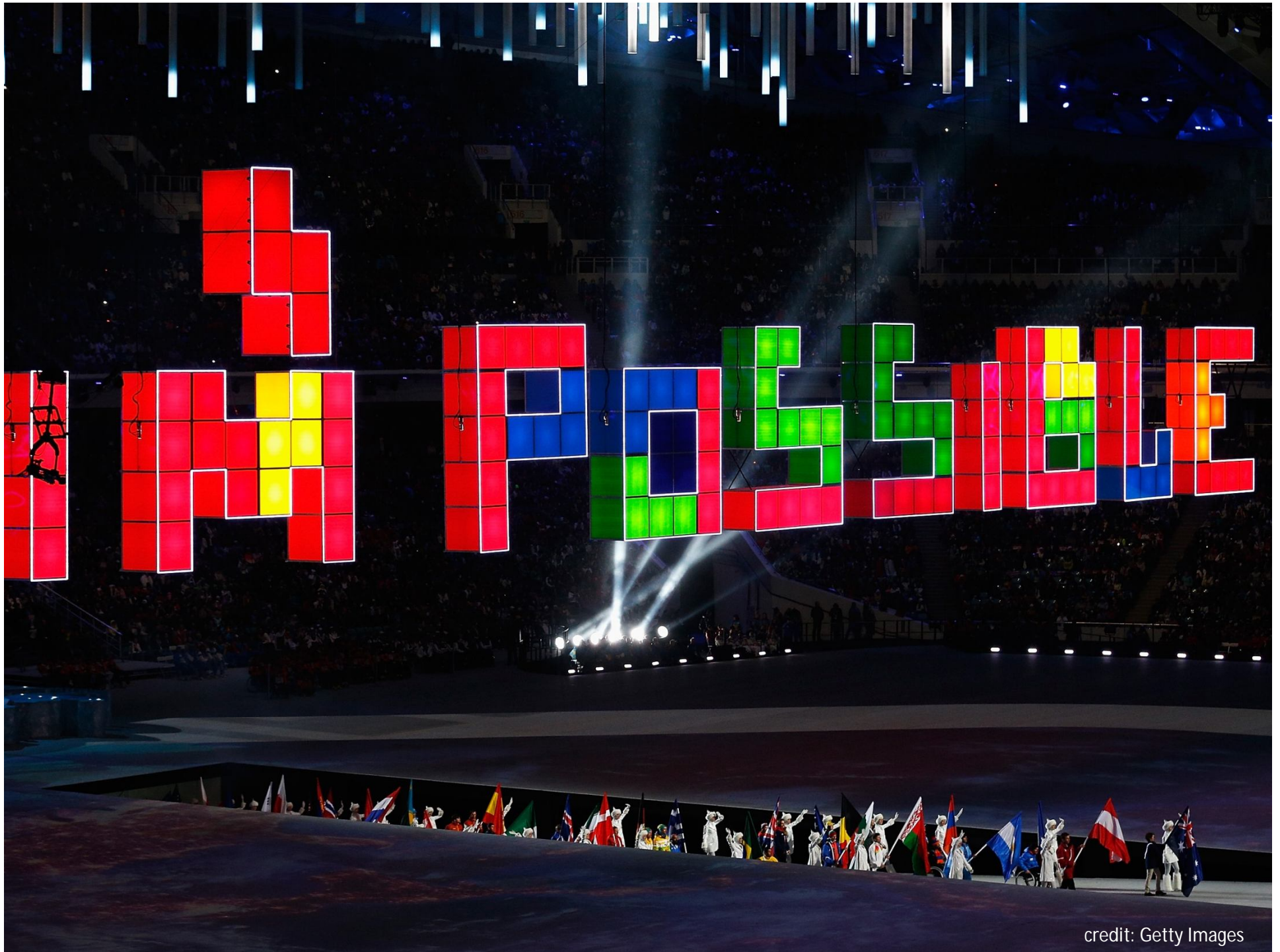
credit: Luc Percival





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**Paralympic.org**

Thank you

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