**HEADLINE:** The cerebral palsy community comes together to spark the next breakthrough in accessible technology

**SUBTITLE:** Organisers of World Cerebral Palsy Day call on the global cerebral palsy community to submit ideas for accessible tech solutions

**BODY:** Organisers of World Cerebral Palsy Day are launching a new campaign, ‘Millions of Reasons’, calling on people with cerebral palsy all over the world to submit their ideas for accessible tech solutions.

There are more than 17 million people with cerebral palsy worldwide. The campaign aims to raise awareness about the unique experience of cerebral palsy and demonstrate the demand for accessible technologies.

**[Insert a relevant quote from your organisation representative here. Example:** “There is a growing demand for accessible technology all over the world, but product designers and technology companies are mostly still fixated on seeing disability as a charitable cause. Instead, companies need to shift to attract and delight customers and talent in disability markets” says Bronya Metherall, General Manager of Influence & Social Impact at [Cerebral Palsy Alliance](https://cerebralpalsy.org.au/).]

Cerebral palsy is a physical disability that affects movement and posture. With each individual’s disability unique and different, there are millions of reasons for more accessible technology solutions.

Submissions of ideas open today on the website <https://ideas.worldcpday.org> and close on 29 September 2022. The ideas will be shortlisted by the community, with votes opening 29 September and closing on World Cerebral Palsy Day - 6th October 2022.

**[Inset a relevant quote from your organisation representative here. Example:** “No one is better equipped to spark the next breakthrough in accessible technology than those living with cerebral palsy. With creativity, expertise, and lived experiences, we can design a brighter future for every person living with a disability.” says Metherall.]

**[Inset relevant quote from a person with lived experience here]**

World Cerebral Palsy Day was created by the Cerebral Palsy Alliance in 2012 and now brings together people with cerebral palsy, their families, allies, supporters and organisations across more than 100 countries. All with the aim to ensure a future in which children and adults with cerebral palsy have the same rights, access and opportunities as anyone else in our society.

**##END##**

**Media contact:**

**[Add contact details for person available to answer journalist questions]**

**Spokespeople:**

**[Add contact details for person who can represent your organisation in a public setting]**

**Further detail about the competition:**

* Idea submissions open UTC 6am, 29 August and end UTC 11pm 29 September 2022
* Voting opens on UTC 6am, 29 September and ends on UTC 11pm Thursday, 6 October 2022.
* Ideas are shortlisted by the cerebral palsy community through votes on the website.
* The World Cerebral Palsy Day judging panel reviews the shortlist of ideas.The judging panel will assess ideas based on the need, impact, reach and marketability.
* 1 idea selected by the judging panel. The winner receives a $5,000 (USD) cash prize. The winner is announced via Facebook and contacted via email by 14 October 2022.

**About accessible technology and assistive technology:**

Accessible technology that is universally designed aims to create products that work for the widest number of the population possible by considering the diversity of human needs in various environments. This can include assistive technology that is more specifically designed to augment an individual's independence and autonomy across a spectrum of need.

**Notes to Editor:**

**[Remove this section if you do not use the example quotes provided]**

Below are the quotes in the original language from Bronya Metherall, General Manager of Influence & Social Impact at [Cerebral Palsy Alliance](https://cerebralpalsy.org.au/):

“There is a growing demand for accessible technology all over the world, but product designers and technology companies are mostly still fixated on seeing disability as a charitable cause. Instead, companies need to shift to attract and delight customers and talent in disability markets”

“No one is better equipped to spark the next breakthrough in accessible technology than those living with cerebral palsy. With creativity, expertise, and lived experiences, we can design a brighter future for every person living with a disability”