

Sir Paul McCartney leads campaign to help British Paralympic team

source: www.britishdressage.co.uk



Sir Paul McCartney has launched a £2 million fundraising campaign for ParalympicsGB after meeting leading British para-equestrian rider Sophie Christiansen (pictured).

One of London's top advertising agencies Team Saatchi has created a campaign to showcase Britain's most successful disabled athletes. The first ad, which will be aired on Channel 4 at 8.50pm on Wednesday 2 July 2008 during *Location Location Location*, features athletes from various sports including Sophie. After this

initial viewing, the ad can be seen on www.bt.com/paralympicsGB. The second ad features Sir Paul asking the public for donations. This will be shown during *Doc Martin* on 8 July at 9.30pm.

Sir Paul, who has allowed his iconic *Live and Let Die* to be used as the first ad's soundtrack, said: "When I met Sophie, I was completely blown away by her skill, dedication and the fact that she had won a gold medal for Britain, so I felt I had to do something. My suggestion was simple. Why not create an ad that would highlight the work of ParalympicsGB and call on the British public to donate much needed money. It was the start of a truly amazing effort from all those involved, most of whom gave their time for free."

Having just returned from the press launch at the BT Tower in London, Sophie Christiansen commented on meeting Sir Paul: "Awesome. He is just a normal guy - so down to earth - you forget he is a mega-star."

In addition to Sir Paul and Team Saatchi, EMI, BT, RSA and Publicis Consultants PR have supported the campaign.