

Bonn, 20 June 2016

Agitos Foundation awareness campaign

Dear Paralympic friends,

I am writing to inform you about a series of online and media awareness activities for the Agitos Foundation, and to request your support in amplifying their impact.

On 20 June we will begin using the #TeamAgitos on social media to bring together all of the activities of the Agitos Foundation.

#TeamAgitos relates to what the Agitos Foundation does for the development of Para sport, showing the world that everyone we work with is part of the same team and shares the same goals. That could be via your involvement with the Grant Support Programme or Organisational Capacity Programme, for example.

To help with the launch of #TeamAgitos, on 21 June, we will begin to publish a series of incredible video and editorial stories documenting eight athletes from Latin America on their Road to Rio 2016.

The athletes who have taken part in training workshops are of course at the centre of #TeamAgitos, and this is why we are using their stories to launch it.

The videos feature eight athletes who all come from different backgrounds; some are already Paralympic champions and have qualified for Rio 2016, whilst others come from humble upbringings where Para sport has transformed their lives.

The one thing they all have in common is that they, together with some of their coaches, have benefitted from training and expertise provided during the Road to Rio 2016: Agitos Foundation Sessions. The sessions, organised in partnership with the Rio 2016 Organising Committee and Brazilian Paralympic Committee, have aimed to improve coaching and Para sport standards in Latin America as part of the legacy of Latin America's first Paralympic Games.

Agitos Foundation

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#TeamAgitos will involve both written content published at the new-look www.agitosfoundation.org and the two to three short, but extremely powerful, videos of each athlete telling their own personal story. The videos all have English subtitles and clean versions will be offered to media interested in creating their own news or documentary content.

Between 21 June and 2 August we will feature one athlete on their road to Rio per week at www.agitosfoundation.org, on [Twitter.com/Agitos](https://twitter.com/Agitos) and on [Facebook.com/AgitosFoundation](https://facebook.com/AgitosFoundation).

We will then publish a final video for each athlete in the week before the Paralympic Games, to conclude the video series, and #TeamAgitos will carry on the momentum during Rio 2016 and beyond.

We will send a weekly update containing the links to each set of videos and the online stories. You are also free to use the videos during sports presentation for any of your upcoming events.

Whilst the videos relate to a few National Paralympic Committees and sports, we believe a collective effort to create as much exposure as possible will benefit the whole of the Paralympic Movement. The more awareness we create of the Agitos Foundation, the more work they can do to provide support to the whole IPC membership for many years to come.

In the Appendix attached I have included an outline of each athlete, alongside the order of the videos and online content.

I encourage you to share the videos and use #TeamAgitos on social media from now on when publishing information about your activities related to the Agitos Foundation.

You are all part of the team and we want you to join the conversation.

Kind regards



Xavier Gonzalez
Chief Executive Officer
Agitos Foundation

Athletes featured in the Road to Rio 2016 videos

Darwin Castro (Ecuador): The 22-year-old T11 middle distance runner won a historic 5,000m bronze medal at the Toronto 2015 Parapan American Games together with his guide Sebastian Rosero. He is the first Ecuadorian to qualify for a Paralympic Games with an A mark.

Darwin moved from his home town of Cuenca to Quito to join the national team. But after six months, due to his lack of resources, he was about to quit sport altogether before Sebastian offered him to live with his family and to continue running together.

Maria Paula Barrera (Colombia): The 14-year-old is a promising swimmer who won a gold medal in the 400m freestyle S10 and 200m individual medley SM10 at the Santiago 2014 Para South American Games. She made it to the finals of six events at Toronto 2015.

Luis Herazo (Colombia): After being talent spotted at an Agitos Foundation project in Colombia, the 20-year-old claimed a national record in the javelin T36. Through his participation in Para sport, Herazo - who hails from a humble family in a small Caribbean town - has changed attitudes towards people with an impairment, including those of his own family.

Omara Durand (Cuba): Although the 24-year-old won medals at London 2012 as a T13 athlete, the birth of her first child resulted in further vision loss. She was reclassified as a T12 athlete and in 2015 became the world's fastest female Para athlete. She won three sprint world titles, set multiple world records and made the qualification time for the Olympics over 200m.

Yunidis Castillo (Cuba): The 28-year-old is Cuba's most successful Paralympian having won five gold medals since her first Games in Athens in 2004. At London 2012 she won gold and set world records in the 100m, 200m and 400m T46 events. She became a mother in late 2014 and months later won 100m and 200m T46 titles at Toronto 2015. She continues to be a fantastic ambassador for Para sport in the region.

Cecilia de Araujo (Brazil): The 17-year-old won a bronze medal in the 50m freestyle S8 at Toronto 2015, narrowly missing out on gold by 0.03 seconds. Born in Natal, the swimmer moved to Sao Paulo to further her career after winning several medals at the 2013 Buenos Aires Youth Para Pan American Games.

Eliezer Gabriel (Mexico): The 18-year-old won a gold medal in the javelin F46 at Toronto 2015 and is now aiming for a medal in Rio. He was born in the well-known neighbourhoods of Veracruz where he lives with his mum and little brother. Thanks to his achievements, he

has taken over the responsibility of providing for his family, and has helped his mother to open a small grocery shop and buy a new house.

Washington Do Nascimento (Brazil): Like many born in the famous Rio favela Cidade do Deus, Nascimento did not have a birth certificate. As a result the 19-year-old did not have a passport and was unable to compete at Toronto 2015. He is aiming for to compete in the Rio 2016 T47 sprint events.