**DRAFT PRESS RELEASE**
**Under embargo until 00:01 on Tuesday 4 November 2025**

**I’m inviting [Town/County] to ‘Think Accessibility’ this November**
**As a Purple Tuesday Ambassador, I’m proud to help lead the conversation on inclusion**

This November, I’m honoured to be a **Purple Tuesday 2025 Ambassador**, joining a global movement dedicated to making accessibility part of everyday life—for everyone, everywhere.

Purple Tuesday, now in its eighth year, launches on **Tuesday 4 November** and kicks off a month-long campaign encouraging individuals and organisations to **“Think Accessibility.”** The theme invites us all to look at the world through the lens of inclusion, notice what’s working well, and share examples of accessibility in action using **#ThinkAccessibility** and **#PurpleTuesday** across social media.

As an Ambassador, I’ll be highlighting stories, spaces, and services that reflect thoughtful design, inclusive communication, and empowering customer experiences. I’ll also be encouraging businesses and community groups across [Town/County] to join the movement, celebrate what’s working, and commit to doing even more.

**Quote from me:**
“One in five people are disabled, and most of us have a disabled friend, colleague, or family member. Accessibility isn’t a niche issue, it’s a shared responsibility. I’m proud to represent [Town/County] as a Purple Tuesday Ambassador and help shine a light on the progress we’ve made, the work still to do, and the everyday actions that make a real difference. I want to thank the businesses, teams, and individuals already making change, and invite disabled people and their families to share what matters most to them this November.”

**Quote from notable community member (optional):**
“[Insert personal reflection on an accessibility improvement that made a difference. Share how visibility and storytelling help build momentum and inspire better practice.]”

**Mike Adams OBE, Founder of Purple Tuesday, said:**
“As the founder and creator of Purple Tuesday, my mission is clear. I want organisations and communities to place accessibility and inclusion at the very core of everything they do. Accessibility isn’t just about improving the experience for disabled people—it’s about unlocking potential for everyone. When we design with inclusion in mind, we create environments that are more innovative, more welcoming, and more commercially successful. Accessibility is a win-win for people, for business, and for society.”

To learn more about Purple Tuesday and how to get involved, visit [https://purpletuesday.co](https://purpletuesday.co/).

**ENDS**

**For media enquiries, please contact:**
[Your Name]
[Your Email Address]
[Your Phone Number]

**Notes to Editors**

* Purple Tuesday is a global social movement that inspires businesses and organisations to improve accessibility and experiences for disabled people. It is powered by Purple, a disability inclusion consultancy that works with organisations to embed long-term change.
* The campaign is free to join and open to all sectors. Participants commit to making at least one improvement to accessibility and share their progress publicly.
* Purple Tuesday 2025 takes place on Tuesday 4 November and launches a month-long celebration of accessibility best practice, innovation, and impact.