

# eBay announced as Purple Tuesday Global Headline Partner to drive disability agenda in ecommerce

eBay has been announced as the Global Headline Partner for Purple Tuesday, a social movement and change programme initiative working to improve the customer experience for disabled people and their families 365 days a year.

Purple Tuesday, founded and coordinated by renowned disability organisation, Purple, will work in partnership with eBay, for the third year running, to help drive equality for disabled people in ecommerce.

The global marketplace will draw on Purple's expertise, data and real stories to raise awareness of the barriers faced by disabled people online and support their community of sellers and employees to improve accessibility and the disabled customer experience on the eBay shopping platform.

eBay, alongside partners representing the retail sector such as Boots and Zurich, leaders in insurance will come together and share best practices with their peers to help drive positive change. They will join the thousands of organisations participating in Purple Tuesday across the globe, who will recognise their disabled customers and the improvements that are being made on the global celebration day 1 November 2022.

## **Murray Lambell, General Manager, eBay UK said:**

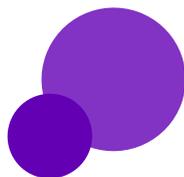
"At eBay, we're always looking for new ways to make our marketplace accessible to as many people as possible. A huge part of making that happen is partnerships with experts such as Purple, which help unlock important conversations and create best practice examples to share with industry peers. This partnership will help us continue improving the shopping and selling experience for disabled people, and will make sure we're creating economic opportunity that truly is for all.

## **Mike Adams, Chief Executive at Purple, said:**

"We need to change the disability conversation from one about vulnerable people, charity and welfare to one focused on choice, contribution and opportunity on all things disability. Purple is absolutely delighted to be working with eBay as our ecommerce partner as online accessibility is vital for disabled people in today's digital world."

Across the world the disability market– the #PurpleDollar – is \$8 trillion and is estimated to be rising by 14% per year, but fewer than 10% of organisations have a targeted plan to access this market. Businesses are missing out and so are disabled customers.

eBay and all Purple Tuesday Partners encourage you to join the global movement and take actions to improve the accessibility of your business and improve the customer experience of millions of disabled people across the world and access the disability market. To get involved register at [www.purpletuesday.co](http://www.purpletuesday.co).



**For more information, please contact the Purple Tuesday team:**

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