

Purple Tuesday is an initiative to improve the customer experience for people with disabilities.

Encouraging businesses to raise awareness and make annual commitments to accessibility by implementing accessibility solutions.

Taking centre stage each year in November, Purple Tuesday culminates in a celebratory day dedicated to Promoting accessibility and inclusion. Uniting people globally towards a common goal.

On this day we recognise the progress made by participating organisations in improving the customer experience for disabled people and their families.



What is Purple Tuesday?



Lived experience is our greatest resource, guiding everything we do.

Founded by our CEO, Mike Adams, who received an OBE in 2012 and has been recognised as one of Britain's most influential people with disabilities for the past four years.

Driven by Mike's own experiences, we're passionate about highlighting the value people with disabilities bring as customers and employees. Working with over 6,500 organizations in 7 countries to improve the disabled customer experience worldwide.



With 50 Disabled Customer Ambassadors by our side, we give the disabled community a seat at the table with businesses.

Showing businesses the true value of disabled customers and employees upfront and personal.

Redefine Ability
Think Accessibility

How to get Involved:

View a list of participating organisations here:
purpletuesday.co/Participants

Find your nearest Purple Tuesday Celebration on the 4th of November and join in the fun! While some are private, many celebrations are public.

Join the Discussion:

Share your own experiences or uplift those of others with the hashtag #PurpleTuesday2025. Together we can make the Disabled Customer Experience more Accessible.

Think Accessibility:

Take part in our challenge to spot and share innovative accessibility solutions in your day to day lives for a chance to win a £50 gift voucher don't forget to tag us! #PurpleTuesday #ThinkAccessibly

Amplify the Message:

Share and spread the word about Purple Tuesday. We're active across all our socials providing informative content on accessibility.

Here's what Purple Tuesday can do for you:

Everyone is Welcome – Ensuring you feel respected and valued in every public space through better customer service.

Less Stress, More Spontaneity – Enjoy spontaneous moments with loved ones, knowing businesses will strive to accommodate everyone.

Building an Inclusive Community – Experience positive changes like quieter hours and improved online services in your favourite spots.

Global Impact, Local Benefits – Purple Tuesday drives year-round accessibility improvements globally, impacting communities like yours.



