



# 2013 Summer Deaflympics

Gordon Hay & Fiona Brookes  
Project Lead & Chef de Mission



More deaf people participating and reaching their  
full potential in sport





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# Taipei to Sofia via Athens

- Athens was chosen as venue for 2013
  - Due to financial restrictions in Greece; the city withdrew
- Hungary stepped in as potential venue
  - Cost became impossible; ICSD seeks alternative
- Sofia expressed interest and confirmed as venue



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UK Deaf Sport

[www.ukdeafsport.co.uk](http://www.ukdeafsport.co.uk)

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# Sofia 2013

- Confirmed venue and signed commitment to proceed with the preparations for the Games
  - 10 months before the Opening Ceremony date
- Challenges;
  - Information
  - Selections
  - Logistics
  - Finances





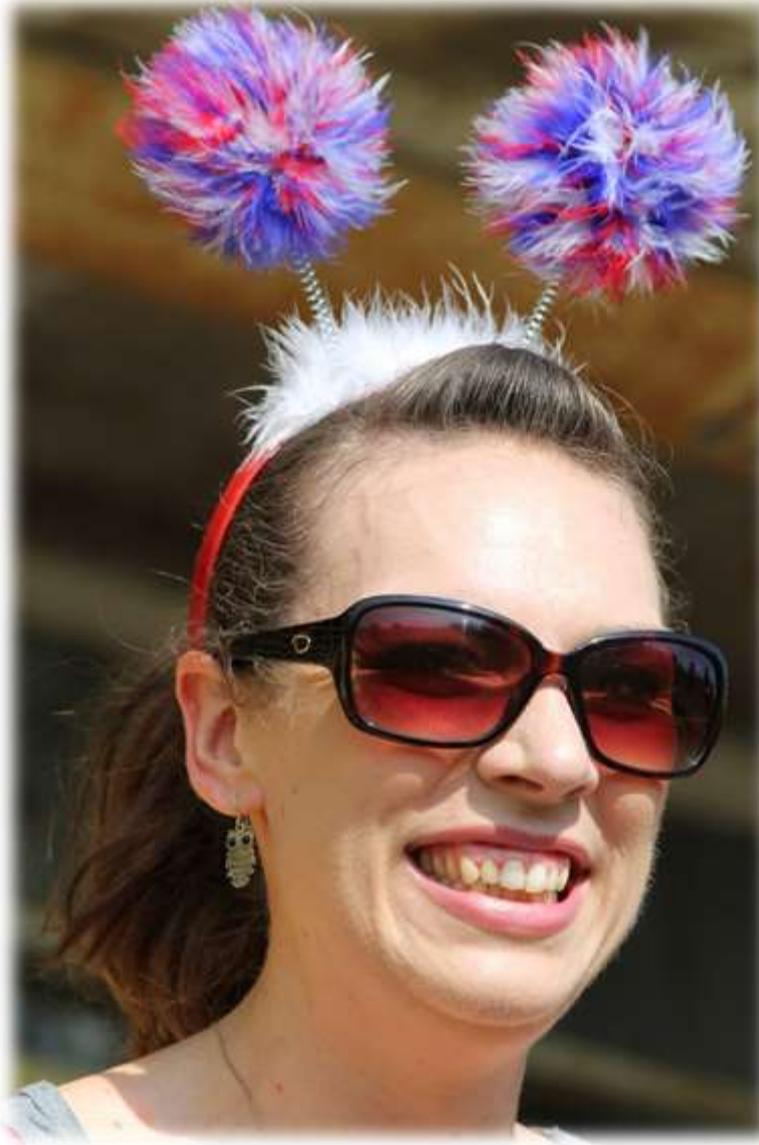
# Decisions

- Follow recommendations from T2009
  - 2 BSL Interpreters
  - A Medical Team (1 sport doctor, 1 nutrition doctor & 3 physios)
- Bring in Partners
  - Dream it, Believe it, Achieve it (flights & kits)
  - Canoe (press)
  - Total (mobile phones)
  - Deaf Direct (admin)

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# Decisions

- Take a DeaflympicGB team
  - Athletics
  - Badminton
  - Cycling
  - Football
  - Karate
  - Shooting
  - Swimming
  - Tennis



- GBR's Medals Target - 5

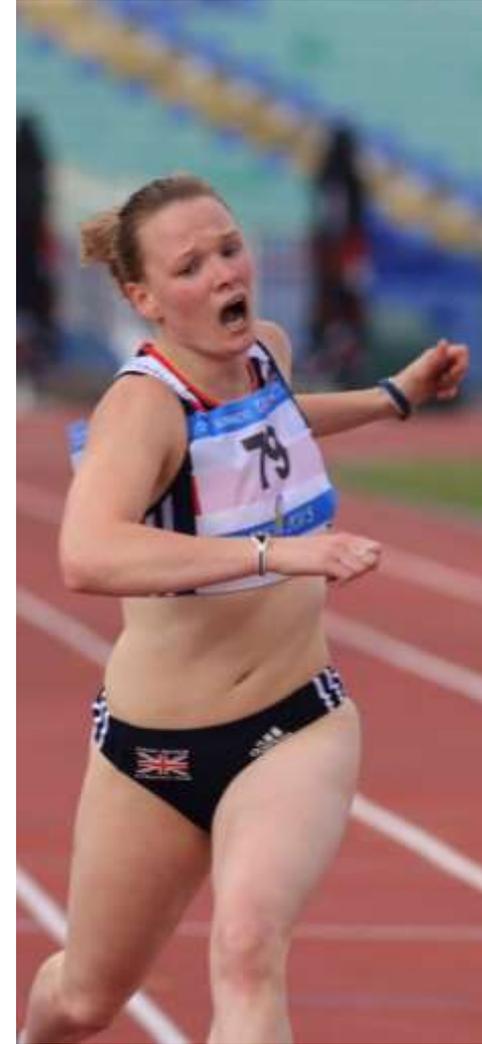


# Talent Development Project

- Discussed with Sport England about 2013 Deaflympics since 2011
- Sport England aware of cancellation and relocation
- Invited UKDS to apply for a new project to identify talent starting from Sofia 2013
- Achieved funding and began delivering in line with S2013

# DeaflympicsGB

- Many hurdles to get to Bulgaria in all areas
  - Information
  - Logistics
  - Finances





# Press

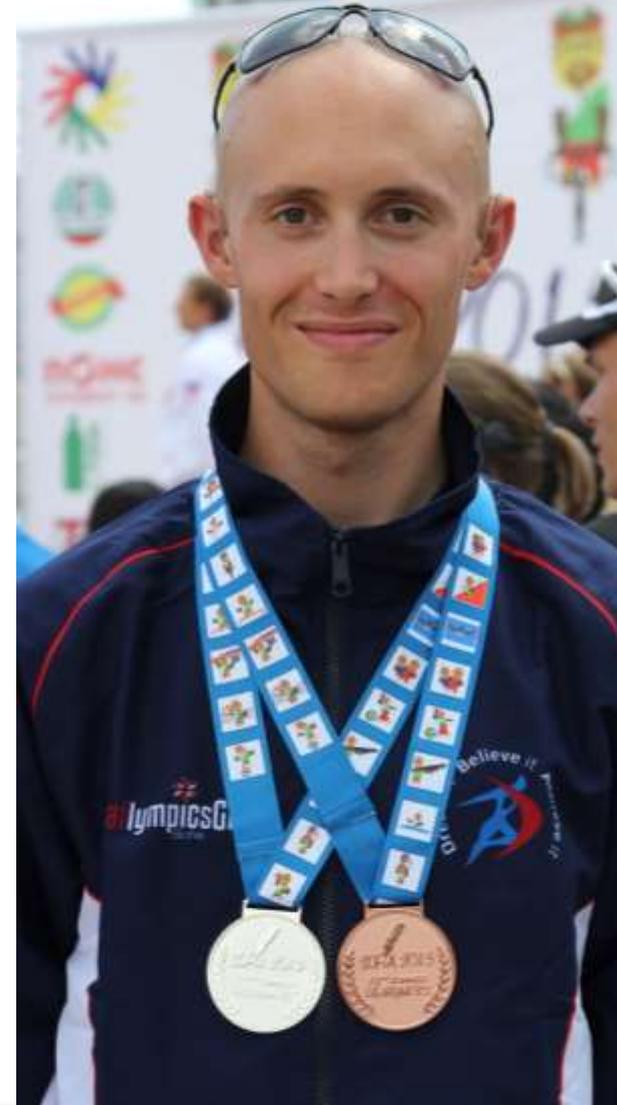
- Overwhelmed with demands from Press
  - First time using mainstream press company to provide coverage
  - Got requests to be interviewed at
    - Radio 1
    - The Scotsman
    - The Guardian
    - And much more
- Required additional time (GH and SH)





# Sofia 2013

- 5 Medals Achieved
  - 1 Bronze, Athletics (JEWETT)
  - 1 Silver, Athletics (PEFFERS)
  - 1 Bronze, Cycling (SMITH)
  - 1 Silver, Cycling (SMITH)
  - 1 Bronze, Football (WOMEN)



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