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**News release**

Friday 19th May 2017

**Digital Phone Company makes Special Olympics Norfolk its ‘Charity of the Year’**

Digital Phone Company, East Anglia’s longest established and biggest independent mobile phone retailer, has chosen Special Olympics Norfolk as its “Charity of the Year”.

Special Olympics Norfolk (SON) is the local branch of an international organisation that supports young people and adults who have learning difficulties with sporting opportunities through training and competition.

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Over the next 12 months, Digital Phone Company (DPC), a former shirt sponsor of Norwich City football club, will raise money for SON through collection pots in its ten stores across the region, an annual party and other fundraising initiatives including a sponsored run by staff.

Richard King, DPC’s sales director, said: “We have been overwhelmed by how the charity has captured the imagination of our own team. In just 24 hours we already have half of our staff committing to a 5 km running event in July. We are looking forward to finding other ways to support them.”

Nicola Fish, chair of SON, commented: “The support of Digital Phone Company is hugely significant for us. The funds raised will help us to continue to thrive and grow, giving existing and new athletes with learning disabilities the opportunity to take part in regular sports training and competition.”

SON is part of Special Olympics Great Britain and currently has about 70 sportspeople with intellectual disabilities registered and more in regular training. Recent activity included hosting a regional ski competition at the Norfolk Snowsports Club and participating for the first time in the annual County Track and Field Championships organised by Athletics Norfolk at UEA Sportspark. It will also be sending a 29-strong team to the four-yearly National Summer Games at Sheffield in August.

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**Notes:**

**Special Olympics Norfolk** is a county branch of Special Olympics Great Britain. It was originally formed around 15 years ago, and relaunched in 2013. It is one of 6 branches in the Eastern Region, along with East Herts, Essex, Peterborough, Suffolk and St Albans. **SON** currently supports around 70 registered athletes with about 120 training regularly and the numbers are growing. It offers 7 sports: Alpine skiing, athletics, artistic gymnastics, boccia, cricket, football and swimming. [www.specialolympicsnorfolk.com](http://www.specialolympicsnorfolk.com)

**Digital Phone Company** commenced trading in Yarmouth in 1994 and is East Anglia’s longest established and largest independent mobile phone retailer with ten stores in the region. Throughout its history it has been locally owned and managed and remains a family owned business to this day. [www.digital-phone.co.uk](http://www.digital-phone.co.uk)