

## PRESS RELEASE

### BRITISH INSPIRATION TRUST LAUNCHES TO IMPROVE THE LIVES OF BRITISH YOUNG PEOPLE FACING ADVERSITY

- **Phil Packer creates BRIT to inspire young people to overcome life's challenges during their darkest times**
- **Charity will champion and engage with 600,000 young people aged 16-25 who have a disability**
- **Some of the UK's most established businesses and celebrities are pledging support with the ultimate goal of building a national centre of inspirational excellence for young people and their charities**

**January 24<sup>th</sup>, London:** Phil Packer, MBE today announced the official launch of the British Inspiration Trust (BRIT), a new charity focused on using inspiration to help Young People facing Adversity regain their self-belief to make aspiring choices.

To inspire young people to tackle the acute challenges they face, BRIT will bring together the support of businesses who understand the challenges young people face, charitable organisations willing to share best practice and high-profile individuals who are willing to share their gift to inspire. The ultimate goal is to raise the £15m needed to build an eco-friendly Centre of Inspirational Excellence - which will be the future hub for all BRIT activities.

Phil Packer MBE, Chief Executive of BRIT said: "We have an opportunity to harness and channel the gift of inspiration to young people across Great Britain so that they can achieve their maximum potential. What got me through the most difficult periods were the moments when I was inspired by those I met who led me to believe in myself. I did not realise how many young people were facing challenges of their own and now I believe that with visionary partners we can provide the opportunity for them to be inspired in the same way."

Since receiving the backing of Prime Minister David Cameron in November, BRIT has attracted additional support from businesses, other charitable organisations and a number of high-profile people who have committed to donating their time to inspire young people. Sir Richard Branson and Sir Rannulph Fiennes have already backed BRIT as mentors and BRIT is now calling on other inspirational people from every sector of society to pledge their support.

Sir Richard Branson commented: "I am proud to be a supporter of BRIT. BRIT is an organisation that encourages young people who face the most unbelievable challenges – everyday! BRIT is qualified and inspiring because it is the brain child of the most inspirational individual – it's founder; Phil Packer MBE – a person I deeply admire. I am deeply honoured that Phil has asked me to be a Mentor to BRIT. I'm sure the young people I meet will teach me more than I could ever wish to teach them. I am proud to be part of this extraordinary vision and delighted the Virgin Group are supporting BRIT from the beginning."

With a wealth of experience gained from listening and working with young people from across the country, BRIT defines "Young People facing Adversity" as those young people between 16-25 with a physical or mental disability, deprivation, injury, our wounded and young carers. Dame Clare Tickell, Chief Executive of Action for Children said: "Phil knows more than most how powerful courage is when faced with adversity, and how much people can achieve when they have confidence and people alongside them who believe in them. Phil's powerful vision and determination are extraordinary and an inspiration to us all. His vision will only be delivered, however, if we all rise to the challenge he has set us to make it a reality."

The British Inspirational Trust is registered in England and Wales as a charitable organisation. Founded in 2010, the organization is steered and guided by a committee of young people facing adversity and advised by individuals from every sector of society.

For more information go to: ([www.facebook.com/BRITinspiration](https://www.facebook.com/BRITinspiration)), [www.britishinspirationtrust.org.uk](http://www.britishinspirationtrust.org.uk)

-ENDS-

**Notes to Editors:**

**Phil Packer MBE**

Phil Packer was injured in February 2008 and to support the injured, he rowed the channel, walked the London Marathon over 14 days on crutches and hauled himself up El Capitan completing 4,250 pull-ups in 3 days (raising over £1.3million for wounded soldiers in 2009). In 2009, he also received the Pride of Britain Fundraiser of Year Award and the BBC Sports Personality of the Year Helen Rollason Award. In 2010 he climbed the 3 Peaks over 72 hours for Sport Relief before smashing his time on 2010's London Marathon by completing the 26 miles in 26 hours for 26 charities, accompanied on each mile by a Young Person from each charity. He received the MBE (military) in the 2010 Queen's Birthday Honours List for services to the Armed Forces prior to his retirement in March last year.

He is the founder and non-paid chief executive of the British Inspiration Trust.

**BRIT Mentors**

British Inspirational Figures who have agreed to be BRIT Mentors include;

*General Sir David Richards, Chief of the Defence Staff and a BRIT Mentor said "BRIT has the opportunity to harness support from our Service Charities and I urge them all to give support and assistance as partners of BRIT. I am enthused and excited that there will be a month (November) dedicated to our wounded and that BRIT will harness support to deliver bespoke inspirational courses to those that need it the most."*

*Sir Ranulph Fiennes, Explorer and BRIT Mentor said "Phil 's British Inspiration Trust is visionary; I know Phil needs Inspirational Figures to step forward as BRIT Mentors and give 24 hrs of their year at the Centre; the more that volunteer, the more impact we will have to enthuse the next generation. I stand by Phil; I urge others to join the BRIT family."*

and

*Sir Richard Branson, also a BRIT Mentor said "BRIT is visionary and innovative. I am proud to be a supporter of BRIT. BRIT is an organisation that not only brings charities together, but encourages young people who face the most unbelievable challenges - everyday! BRIT is qualified and inspiring because it is the brain child of the most inspirational individual – it's founder; Phil Packer MBE – a person I deeply admire. It is inspiring that a man such as Phil, after all he's been through, wants only to talk to young men and women like him who face adversity daily. I am deeply honoured that Phil has asked me to be a Mentor to BRIT. I'm sure the young people I meet will teach me more than I could ever wish to teach them. I am proud to be part of this extraordinary vision and delighted the Virgin Group are supporting BRIT from the beginning."*

Contact Details:

Richard Griffiths, Ketchum Pleon 0207 611 3576 [richard.griffiths@ketchumpleon.com](mailto:richard.griffiths@ketchumpleon.com)

Sally Arnold, Ketchum Pleon 0207 611 3545 [sally.arnold@ketchumpleon.com](mailto:sally.arnold@ketchumpleon.com)