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**FOR IMMEDIATE RELEASE:**

## **SportsAbility Alliance – New Name - Helping ALL Abilities, All Ages, All Activities**

Tallahassee, FL, June 2, 2021 – SportsAbility Alliance captures all that is possible for people of ALL abilities. The name Florida Disabled Outdoors Association was developed when the organization formed in 1990. 31 years later and it was time for a change to better reflect what the organization does.

Founded in 1990 by David C. Jones after he was shot in a hunting accident, the organization has worked to help people with disabilities get more active. This was done primarily with outdoor adventures. Nowadays, the organization is providing and advocating for indoor, outdoor and even virtual activities. People of all abilities that participate in their events come from all over to experience activities such as boating, SCUBA, skydiving, art, rugby, archery, fishing, shooting sports, paddling, tennis, aerobic fitness and more. Hands-on active leisure training has helped people of all abilities become more comfortable and confident in being active.

In addition, this year they launched the Virtual Reality (VR) SportsAbility Park. The VR park allows people with and without disabilities to experience a variety of sporting and recreational activities. It also provides opportunities for people to virtually connect and engage with each other and reduce isolation.

“The name SportsAbility Alliance is a better reflection of what we do,” said Laurie LoRe-Gussak, Executive Director of SportsAbility Alliance. “I have been with the organization for just over 20 years and have seen how our programs have expanded. The goal has always been to provide as many opportunities as possible because people are motivated by different experiences. With better recreation assistive technology and virtual reality, the possibilities are endless and we want to help people engage in those opportunities.”

SportsAbility Alliance has been able to expand through partnerships with organizations around the state of Florida including Florida Fish and Wildlife Conservation Commission, Florida State Parks, Shake a Leg Miami, Bird Dog Boats, Stirrups ‘n Strides and numerous others. “We are unique in that we engage both consumers and providers of adaptive sports and inclusive recreation. This enables us to advocate, provide opportunities, motivate people to participate and help recreation providers with inclusion efforts. Our name change will also come with a renewed effort to grow collaborations and provider partnerships,” stated David C. Jones, SportsAbility Alliance Founder.

The organization has held its widely recognized and wildly popular event called SportsAbility since 1990 in Tallahassee, Ocala/Gainesville, Ft. Lauderdale, Jacksonville, Orlando and Sarasota. People with and without disabilities, their families, and friends have always been welcomed and encouraged to try just about every recreation and sport option available. In addition, a Resource Expo has provided educational presentations and access to resource providers. Since so many people already knew about the event, the name SportsAbility Alliance was a natural fit.

**SportsAbility Alliance** (formerly known as Florida Disabled Outdoors Association) mission is to enrich lives through accessible inclusive recreation for all. Programs include ALLOUT Adventures, RecConnect, SportsAbility EXPO, SportsAbility Samplers and Miracle Sports. SportsAbility Alliance strives to promote active leisure for life for improved physical and mental health and vocational and emotional wellness for everyone.

To get more information on **SportsAbility Alliance**, visit [www.sportsability.org](http://www.sportsability.org) or contact (850) 201-2944, [info@fdoa.org](mailto:info@fdoa.org).

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