

Soft Tissue Therapy Sponsorship Programme for unfunded GB athletes



The Sports Massage Association, the Professional Association for Sports Massage Therapists and Soft Tissue Therapists in the UK, is offering tangible support for unfunded British Athletes on the run up to next year's Olympic and Paralympic Games in Rio. The SMA has created a register on its website where athletes can access the details of members who have signed up to be part of the SMA Road2Rio Sponsorship Programme. Members across the country will be offering athletes discounts of up to 50% from their normal treatment fee.

As we know our very top athletes benefit from funding which includes medical, physical therapy and coaching support, however athletes further down the pecking order can find themselves in a very difficult situation having to almost entirely self-fund. This initiative, the first of its kind to be launched on a national basis, will allow athletes access to physical therapy at affordable prices.

The initiative has already received considerable support from athletes and coaches across all sports.

We are also delighted to announce that *Physique Management Company* – <http://www.physique.co.uk> are working with The SMA to support this programme. As The SMA's key partner they are best positioned to add further value to this project.

How to access SMA Therapists participating in the programme

Visit our dedicated Road2Rio Directory at www.thesma.org/Road2Rio
Search for a therapist in your local area and contact them directly to discuss your requirements and arrange an appointment. They are awaiting your call.

Who can utilise this sponsorship service

Any athlete aiming to compete at elite level on behalf of Great Britain & Northern Ireland in any elite sporting event may apply for sponsorship. Both summer and winter sports competitors are welcome to contact SMA members.

Can't find a local therapist?

Email: Road2Rio@theSMA.org and we will do our best to find one for you.

The SMA Twitter campaign can be found at: [@SMARoad2Rio](https://twitter.com/SMARoad2Rio) #SMARoad2Rio and has already been supported by the following GB athletes: Greg Rutherford, Nathan Douglas, Perry Shakes-Drayton, James Guy, Louise Hazel, Luke Gunn, Marlon Devonish, Tereza Pribanova, Flo Parry, Anita North, Helen Clitheroe, Katharine Merry, Loretta Livingstone, Richard Taylor, Ross Austen and Tom Parsons.