**DRAFT PRESS RELEASE**
**Under embargo until 00:01 on Tuesday 4 November 2025**

[ORGANISATION NAME] invites (Name of Town/County) to ‘Think Accessibility’ this November.

**Businesses unite to “Think Accessibility” this November**

This November, [Organisation Name] is proud to take part in **Purple Tuesday 2025**, the global movement dedicated to making accessibility a daily reality every day, everywhere for everyone.

Now in its eighth year, Purple Tuesday is celebrated annually in November. This year, it falls on **Tuesday 4 November** and marks the beginning of a month-long campaign encouraging individuals and organisations to “Think Accessibility.” The theme invites everyone to look at the world through the lens of inclusion and to **think** about **accessibility** in your daily life, **see** notable examples of **accessibility** in your community and **share** these examples of **accessibility** in action with the hashtag #ThinkAccessibility across social media to inspire others.

Throughout November, [Organisation Name] will be highlighting its commitment to accessibility and encouraging customers, employees, and partners to share examples of great accessibility they encounter. Whether it’s thoughtful design, inclusive communication, or empowering customer service, these stories can be shared on social media using the hashtags **#PurpleTuesday** and **#ThinkAccessibility**.

**[Quote from organisation spokesperson:]**
“[Suggested content – One in five people are disabled and most of us have a disabled friend, colleague, or family member. Accessibility should matter to everyone. Share why accessibility is important to your organisation, what steps you’ve taken, and how you’re encouraging others to think differently. Acknowledge progress made and the work still to do. Thank staff, partners, and customers for their support and invite disabled people and their families to engage with your business this November.]”

**[Quote from disabled customer, if available:]**
“[Suggested content – Share a personal example of an accessibility improvement that made a difference. Reflect on how visibility and shared stories can inspire better practice. Acknowledge that while there’s still a long way to go, celebrating what works helps build momentum.]”

Mike Adams OBE, Founder of Purple Tuesday, said:

“As the founder and creator of Purple Tuesday, my mission is clear: I want organisations and communities to place accessibility and inclusion at the very core of everything they do. Accessibility isn’t just about improving the experience for disabled people—it’s about unlocking potential for everyone. When we design with inclusion in mind, we create environments that are more innovative, more welcoming, and more commercially successful. As I’ve said time and time again: accessibility is a win-win—for people, for business, and for society”

To learn more about Purple Tuesday and how to get involved, visit <https://purpletuesday.co>.

**ENDS**

**For media enquiries, please contact:**
[Your Name]
[Your Email Address]
[Your Phone Number]

**Notes to Editors**

* Purple Tuesday is a global social movement that inspires businesses and organisations to improve the accessibility and experience for disabled people. It is powered by Purple, a disability inclusion consultancy that works with organisations to embed long-term change.
* The campaign is free to join and open to all sectors. Participants commit to making at least one improvement to accessibility and share their progress publicly on Purple Tuesday.
* Purple Tuesday 2025 takes place on Tuesday 4 November and launches a month-long celebration of accessibility best practice, innovation, and impact.