

## **Centre Court Shopping Centre and Merton CIL encourage Wimbledon based retailers to support Deaf and Disabled People to shop independently for Purple Tuesday.**

In celebration of Purple Tuesday (12th Nov 2019), an international call-to-action, focused on changing the customer experience for Disabled people, Centre Court Wimbledon and Merton CIL are asking retailers based in the Centre Court shopping centre to get involved in an 'independence contest', so that the benefits of Purple Tuesday can be felt all year long.

Over the next 12 months, local Deaf and Disabled People will go shopping in a range of stores based in Centre Court, rating their experience based on things like accessibility of changing rooms, getting around the shop, feeling welcome by staff and more. Their feedback will be shared with retailers.

Merton CIL will be raising awareness of the services that it provides and how the community can get involved with Purple Tuesday with a pop-up stall on the ground floor of Centre Court, Wimbledon on 12th Nov 2019 and 3rd Dec 2019 – this is also international day of Disabled People.

Better access to shops will enhance the experience of Centre Court Wimbledon for everyone. Deaf and Disabled people make up 12 million of the population in the UK and have an estimated spending power of £200 billion. Ensuring that the needs of Deaf and Disabled people are met will also promote engagement with the local community, build customer bases and make Centre Court Wimbledon a positive example for inclusivity.

For more information on how you can get involved please contact [info@mertoncil.org.uk](mailto:info@mertoncil.org.uk)

### **ENDS**

About Merton Centre for Independent Living (Merton CIL): Merton CIL is an organisation run and controlled by Deaf and Disabled People, delivering supportive services for Deaf and Disabled People within The London Borough of Merton - [www.mertoncil.org.uk](http://www.mertoncil.org.uk)

### **For more information contact:**

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