

Paralympian Snowboarder Amy Purdy's Adaptive Action Sports Receives the Ultimate 'Lift' from Toyota

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TORRANCE, Calif. (May 22, 2014) – Paralympian snowboarder Amy Purdy’s Adaptive Action Sports (AAS) will get a jump-start from Toyota, beginning today. Toyota and AAS are expanding their partnership, which will allow AAS to host 10 competitive para-snowboard events for wounded veterans by the end of 2015.

“At Toyota, we believe in the spirit of adventure, innovation and going places, and enjoy collaborating with partners that feel the same way,” said Keith Dahl, corporate manager of engagement marketing. “Adaptive Action Sports embodies a similar spirit and serves as a great example of an organization that is helping others go places they haven’t been before.”

AAS, based in Copper Mountain, Colorado, and co-founded by U.S. Paralympic snowboarder Amy Purdy, allows disabled children, young adults and wounded veterans to compete in action sports. Its core principle is that action sports encourage individuality and creativity in participants, while building independence and self-confidence.

Purdy has been a member of Team Toyota, comprising 19 athletes, since 2012, and is herself a double-amputee who began to snowboard seven months after receiving prosthetics at the age of 19. She recently received much acclaim for winning a bronze medal at the 2014 Paralympic Games and for her second place finish on the hit television show *Dancing With the Stars*, capturing the heart of millions of Americans along the way.

“My impetus for starting AAS was to give others the chance to see the path I followed to get here: from my hospital bed, to the Paralympics medal podium, to *Dancing With the Stars*,” said Purdy. “If someone who has been born with a congenital abnormality, lost a leg, or suffered a brain injury succeeds at snowboarding or skateboarding, they will believe that they have the ability to conquer other challenges and truly be ready live beyond their limits. We appreciate Toyota’s enthusiastic support in helping even more people go beyond their limits, to really go places.”

To date, Toyota has provided AAS with a [mobility Sienna minivan](#) that the non-profit organization used to transfer athletes to and from its training facility in Colorado. The expanded partnership will allow the organization to continue this effort, while also growing its services to veterans.

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