

Press

Paralympic Infographics 2012

- How do you play Football without your eyesight? Which rules are applied in Wheelchair Basketball? How fast can a wheelchair racer go at top speed? Allianz explains Paralympic summer sports in new infographics
- Editorial service for print and online media

The opening ceremony of the Paralympic Games 2012 will take place in London on August 29, where more than 4.000 athletes will compete for medals in 20 sports. In order to prepare for the Games, Allianz has published a number of infographics on different summer sports.

The eight infographics offer insights into the rules, regulations, techniques and specifics of each of the following sports: **Cycling, Football 5-a-side, Long Jump, Sprint, Swimming, Throwing Events, Wheelchair Basketball and Wheelchair Racing.**

"Allianz would like to create interest and increase public awareness in Paralympic Sport by offering more information on the sports and their specifics," says Joseph K. Gross, Head of Global Market Management of Allianz SE. "The Allianz infographics explain the features of different Paralympic sports in an interesting and easy to understand way."

Furthermore, Allianz has put together 23 short videos ("Paralympic Features" and "Paralympic Webisodes") portraying a total of 12 international athletes who give insights into their sport and sporting equipment and report on their daily challenges in both sport and their everyday lives. Amongst the athletes are stars such as sprinters Heinrich Popow and Katrin Green, wheelchair tennis player Esther Vergeer, cyclist Michael Teuber and wheelchair racer Marcel Hug.

As a partner of the International Paralympic Committee (IPC) since 2006, Allianz is committed to the Paralympic Movement, its athletes, values and ideals. In 2011, Allianz became the first International Partner of the IPC and is a National Supporter of ten National Paralympic Committees on a local level (Australia, Bulgaria, Germany, Ireland, Croatia, Portugal, Switzerland, the Czech Republic, Turkey and Hungary).

Allianz already successfully produced infographics about Paralympic winter sports in 2010. The graphics are not only used by the media but have also been well received by the Paralympic community.

The complete material is available rights-free for download on the Allianz Sponsoring Media Center (www.sponsoring.allianz.com).

The infographics are available in various resolutions and are suitable for both printing and online use.

Find out more about Allianz' Paralympic engagement at www.allianz.com/believe

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In 2011, around 142,000 employees in some 70 countries achieved total revenue of 103.6 billion euros and an operating profit of 7.9 billion euros. Benefits for our customers reached 86.5 billion euros.

This business success with insurance, asset management and assistance services is based increasingly on customer demand for crisis-proof financial solutions for an ageing society and the challenges of climate change. Transparency and integrity are key components of sustainable corporate governance at Allianz SE.

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