

## Foster Denovo proudly sponsors Superhero Series

London - Foster Denovo, the multi- award winning firm of financial advisers, is set to rub shoulders with caped crusaders and masked heroines as a proud sponsor of the second annual Superhero Tri event next month.

Taking place at Dorney Lake, Windsor, on 18 August, the Superhero Series is the UK's only mass-participation sports series dedicated to the 'Everyday Superhero' – the nation's 13.3 million people living with disabilities.

But this isn't just any old sporting event: masks and capes are positively encouraged - and you can say goodbye to strict rules usually seen at mass-participation events.

Gismos and gadgets, from floats and boats to adaptive bikes and trikes, are all welcome, with the real aim to have as much fun as possible.

Anyone with a disability, be it physical, intellectual, sensory or invisible, can enter and participants can go solo or rope in a trusty sidekick to tackle this gutsy and unique triathlon.

Participants can also win the chance to team up with celebrities such as 100m Champion Jonnie Peacock, double amputee racing superstar Billy Monger, Invictus Games architect David Wiseman and Menna & Jen, the golden girls of the 2018 Winter Paralympics and Britain's only gold medallists.

Foster Denovo was first introduced to this unique event by one of its Equity Partners, David Wilkinson, who is a close contact of organiser and Paralympian Sophia Warner.

Louise Blair, head of HR at Foster Denovo, which is a Gold Super Partner of the event, will be there on the day, cheering on the Supermen and Wonder Women taking part.

Blair said: "When we first found out about the Superhero Tri we thought the idea was amazing. The wonderful thing about this event is that while it is aimed at those with disabilities, it is so inclusive, with participants able to involve friends and family, too.

"The ethos of the event matches perfectly with the culture we have at Foster Denovo, and we are delighted to become a sponsor."

Roger Brosch, Chief Executive of Foster Denovo, added "What we loved so much about this event is that while the aim is to have fun, there is an important message about inclusivity sitting behind it.

"The Superhero Tri promises to be a fantastic day and we are delighted to be supporting it. I'd like to wish all of the participants luck on behalf of everyone here at Foster Denovo."

Paralympian and Superhero Series founder Sophia Warner said: "I'm really excited to be working with Foster Denovo. Our Superhero community continues to grow every day and one of the things I

love the most is giving more people the chance to try sport and have fun whilst doing it. None of it would be possible without the fantastic support of our partners.”

**The Superhero Series was founded by paralympian Sophia Warner, who won a silver medal at the 2011 IPC World Championships. More than 1,700 people took part in last year’s event, which attracted an astonishing 7,000 spectators in its first year, and if you are interested in attending or participating this year then sign up now to save the day at [www.superheroseries.co.uk](http://www.superheroseries.co.uk)**

**Ends**

#### **About Foster Denovo**

Foster Denovo Limited is a multi-award winning national firm of financial advisers with eight offices across the UK. Its Partners provide specialist financial advice, services and investment solutions to individuals and their families, businesses, employers and charities.

Advice for individual clients covers the full range of advisory areas, including financial planning, wealth management, retirement solutions, at retirement advice, estate planning, mortgages and protection.

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