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Press release



**BMI Healthcare supports the award winning Spring Online Campaign to help thousands of digitally excluded people have better access to healthcare information**



**Digital Unite has announced that BMI Healthcare will act as a supporting sponsor for Spring Online, one of the nation's largest and longest running digital inclusion campaigns which will be held between April 22-26 2013.**

Now in its 12<sup>th</sup> year, the award winning Spring Online campaign has helped thousands of people across the UK learn about and enjoy digital technology. The campaign consists of around 2,500 free digital taster sessions held by local people in a variety of venues from libraries to community centres and even fish and chip shops.

Around 7.4 million people have still never used the internet, 6.3 million of which are aged over 55 years. Spring Online has helped to show beginners how digital technology can become a part of their everyday lives and helped others brush up on their computer skills. One lady aged 100 enjoyed using a computer so much at her Spring Online event that she asked her son to buy her a laptop. Another gentleman, recovering from a stroke was helped to access services such as online banking and shopping through the campaign.

Drew J Robinson, Head of Digital at BMI Healthcare stated, "As a company that is serious about health and passionate about care, we are really proud to support such a worthwhile cause. Digital technology and the Internet have come to form such a crucial role in many lives; especially with regards to medicine, care and health. Our main priority is to ensure people of all ages across the UK have the opportunity to access the very best information about healthcare. Playing a part in bridging the digital divide through the Spring Online campaign gives us a fantastic opportunity to achieve this goal."

Emma Solomon, Managing Director of Digital Unite said, "We are delighted to be working with BMI Healthcare on our award winning Spring Online campaign. Having access to digital technology and understanding how to use it is essential in today's modern society. We know also that people with good digital skills are also able to research and manage key personal issues such as health and well-being much more efficiently. With BMI Healthcare's support we hope to extend the reach and impact of our campaign and help more people than ever realise the benefits of being online.

This deal was brokered by Slingshot Sponsorship and will be administered by Digital Unite's charitable arm, the Digital Unite Trust. To find out more about the Spring Online campaign please visit: <http://digitalunite.com/spring-online>

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