

SUPERHEROES SERIES

PFIZER CASE STUDY

The initiative we are involved with is **The Superheroes Series**, founded by Sophia Warner, who is a track and field Paralympian. *“As an elite athlete I was very fortunate to be given access to a whole world of sporting opportunities. But as any everyday person with a disability looking to do sports events for fun I’ve found it a real struggle.”*¹

There are two Superheroes events per year. The summer event, **Superhero Tri** is based around the triathlon. The winter event, **Winter Wonderwheels** where you can run, walk, cycle, push or be pushed around Dorney Lake. The main priority of the Superheroes is to offer mass-participation in these sports events. Those involved can use any type of equipment needed to complete the course.

*“I love the idea of creating a series where people with all kinds of disabilities can feel confident that they’ll come together with like-minded individuals and, crucially, feel in the majority rather than the minority.”*² (Warner, n.d.)

Pfizer were approached to be a sponsor for this organisation and the two events they put on every year. Pfizer employees are given 5 volunteering days a year, so being involved with Superheroes was a great opportunity for employees to use their volunteering days.

Why has it been put in place?

The aims and priorities of The Superheroes Series match up with Pfizer’s mission of

“Breakthroughs that changes patients’ lives.” This collaboration is a great fit for Pfizer and it showcases that disability should never be a barrier.

- For many patients, their illnesses can not only lead to physical difficulties but also mental health challenges – sport can have a positive impact on a person’s life including their physical and mental wellbeing.
- Pfizer is particularly passionate about supporting this incredible initiative given these challenges can affect a number of the patients our treatments support.

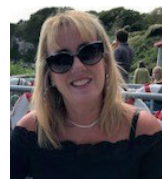
What impact has it had on the organisation and employees?

For those that have been involved they have gained so much from it. It allows you to link your own job to the patient, which can be difficult dependent on your role. Being able to create that link is one of Pfizer’s messages. Volunteering with the Superhero Series brings a sense of unity to everyone, it’s not just words on a presentation, and you can see how it is impacting people’s lives for the better. You feel as though you can make a difference, we’re so lucky to be a part of Pfizer and privileged that Pfizer enables us to take part in the events and this amazing initiative. Another impact is, it allows you to meet so many new people and connect on a deeper level with colleagues than you would in your day-to-day job.

How do you see the initiative evolving in the future?

In future, we hope that more people will be directly involved with the Superhero Series. As well as working more with Sophia Warner to see how Pfizer can help with marketing, promotion, planning and the many other aspects of the initiative. One of our top priorities is to increase the number of Pfizer colleagues actively involved in this initiative year on year.

Thank you to our contributors.
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1. & 2. Warner, S., n.d. Superhero Series. [online] superhero series. Available at: <https://superheroseries.co.uk/new-about> [Accessed 26 August 2020]