



PRESS RELEASE

A Groundbreaking Alliance: The Racing Media Academy Joins Forces with the Invictus Games Foundation

The Racing Media Academy proudly announces its collaboration with the Invictus Games Foundation; to foster diversity, inclusion, and empowerment through sports and media.

This partnership will invite applications from wounded, injured and sick service personnel and veterans to join the Racing Media Academy, in an opportunity to gain work experience and training within racing's top media houses. This collaboration not only extends the outreach of both organisations but also enriches the diversity and opportunities within the 'sports and media' landscape.

Founded by broadcaster and entrepreneur Josh Apiafi, the Racing Media Academy has been a beacon for diversity in British horse racing. It emerged from Apiafi's vision to reduce barriers and create opportunities for new, diverse talent in the industry. The academy is a part of the Racing Pathway, providing an inclusive platform for those passionate about racing and media, regardless of their experience. This unique academy, accessible to anyone over 18, offers free education with paid placements, emphasising the importance of personal motivation and passion in its application process.

The Invictus Games Foundation, known for its profound impact on the lives of international wounded, injured, and sick servicemen and women, offers a pathway for recovery and growth beyond injury. Through the Invictus Games and various sports, esports, and adventurous challenges beyond the Games, the Foundation inspires resilience, aids in trauma recovery, and importantly, influences the perception and understanding of disability and mental health.

Josh Apiafi, the founder of the Racing Media Academy, expressed his delight:

"We are thrilled to welcome the Invictus Games Foundation into our network of supporters. This partnership allows us to expand the opportunities available within the Racing Media Academy, reaching a broader audience and fostering a more inclusive and diverse environment in the racing media sector.

This is more than a partnership; it's a statement of change, a promise of inclusivity, and a testament to the power of collaboration. The Racing Media Academy and the Invictus Games Foundation are not just bridging gaps; they are building new pathways for talent, passion, and resilience to flourish in the realms of sports and media".

Sam Newell, Director of Communications at the Invictus Games Foundation, said,

“Recovery for our community looks different for each individual that engages with our programmes, and for some it’s transitioning post injury or illness into employment within the world of sport. The model on offer from the Racing Media Academy is so innovative in providing an insight into the production behind sports media that we are excited to see more diversity and inclusion develop within the world of sports broadcasting as a consequence of this partnership.

For our community of international wounded, injured and sick service personnel and veterans, this represents a new challenge on offer for those who may wish to take it on.”

With funding from the Racing Foundation, the team at The Racing Media Academy have built a Supporter Network with over 30 organisations largely based in inner cities. This network helps with their outreach, accessing a new audience, many of whom racing would never have been seen as an option.

For more information on the Racing Media Academy and its courses, please visit Racing Media Academy's website (www.racingmediaacademy.com). Details on the Invictus Games Foundation and its initiatives can be found at the Invictus Games Foundation's website (www.invictusgamesfoundation.org). Details of the Racing Pathway and a copy of this press release can be found at the Racing Pathway website (www.racingpathway.com)

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