

/ Nansen International Children's Centre Norway



IYDP

PADDLE '81

Kajak Expedition: Helsinki: Stockholm: Oslo

United Nations Assembly

"By proclaiming 1981 as the International Year of Disabled Persons the General Assembly of the United Nations aimed at focusing attention on the enjoyment by disabled persons of rights and opportunities in order to ensure their full participation and integration into society." Kurt Waldheim - Secretary General of the United Nations.

The official IYDP Logo

It represents two people holding hands in solidarity and support of each other in a position of equality.

Motto: "Full participation and Equality".

International Year of Disabled Persons

The aim of the Year is to encourage the rehabilitation of the estimated 400 million people who suffer from some form of physical or mental impairment.

The keynote theme is "full participation". The handicapped must be encouraged to take part in important cultural, sporting and political events. 1981 will be a blessing to men and women throughout the world, because respect, for and participation of the handicapped is the key to our happiness and unity. The future will see a movement towards a happier world where we shall stop and speak to those who are different and stretch out a helping hand.

NICC in 1981

Paddle '81 will be the major PR and fund raising project to promote the organisation and the establishment of a capital fund, for an international interchange project for disabled children, scheduled to start in 1982.

Nansen International Children's Centre Norway

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PADDLE '81

Helsinki - Stockholm - Oslo

Paddle '81

The Object

To highlight an awareness that 1981 is the International Year of Disabled Persons to the general public of Finland, Sweden and Norway through the promotion of adventurous activity which could create a mass media involvement.

Paddle '81

The Kayak expedition

The adventurous project will be a kayak expedition from Helsinki to Stockholm to Gøteborg to Oslo. Eight kayaks with a support boat will be involved in this expedition and the members will be expert canoeists both able-bodied and disabled of many nationalities.

Paddle '81

Advance PR Group

An international group of young people will "leap frog" ahead of the expedition to promote publicity of the project to fund raise by the sale of expedition souvenir material and to make available sponsors advertising handouts.

Paddle '81

Sponsorships

Invitations are extended to international and national business houses to be involved in this international expedition of goodwill through financial sponsorships or material support.

Krattebøl
January 1981

Ernest Davies
Director