



## **ISPA Announces Partnership with Race Online 2012**

April 26<sup>th</sup> 2010 – The Internet Services Providers' Association is pleased to announce that it has accepted an invitation to be a partner of Race Online 2012. Led by the UK's Digital Champion Martha Lane Fox, the landmark challenge aims to make the UK one of the first countries in the world to establish a fully online, internet enabled society.

More than 10 million adults across the UK have never used the Internet, and worryingly 4 million of this group are also socially excluded. All of them are missing out on the benefits and cost efficiencies that the web has to offer.

As part of its partnership with Race Online 2012, ISPA has for the first time this year launched the Digital Inclusion Award, which looks to honour those organisations and individuals that have done the most to enable people to access the Internet.

Martha Lane Fox said, 'As a catalyst to organisations from the public, private and third sector, Race Online 2012 challenges businesses to lay down a 'Digital Promise' that will significantly impact and reach those people in the UK who are currently offline.

'We are delighted that ISPA has decided to become a partner of Race Online 2012 and recognise the vital importance of digital inclusion within society by introducing a new award at this year's *ISPAs*'.

Nicholas Lansman, ISPA Secretary General said, "We are proud to have become a partner of Race Online 2012, and believe that there is a moral and economic imperative for the wider community to take the issue of digital inclusion much more seriously. The creation of the new Digital Inclusion Award recognises the important work that organisations and individuals are doing to get more people online. I look forward to working with Race Online 2012 and to another excellent *ISPA Awards* this year."

The winner of the new Digital Inclusion Award, which is being run in association with Race Online 2012 and is sponsored by PlusNet, will be crowned along with winners of Awards in 13 other categories at the twelfth annual ISPA Awards ceremony on Thursday 8<sup>th</sup> July. Please visit the ISPA Awards website for more information [www.ispaawards.org.uk](http://www.ispaawards.org.uk).

Any organisations of any size can become a partner of Race Online by visiting <http://raceonline2012.org>

**-ends-**

### **Notes to the editor:**

The Internet Services Providers' Association (ISPA) was established in 1995 as a trade association to represent providers of Internet services in the UK. ISPA promotes competition, self-regulation and the development of the Internet industry. For a list of members or other information about ISPA, please consult the website: [www.ispa.org.uk](http://www.ispa.org.uk).

The views expressed in this release are those of the Internet Services Providers' Association (ISPA) and do not necessarily reflect the corporate policies of the individual companies that are members of the Association or other organisations that may be mentioned in the release. For further editorial information please contact the ISPA Press Office (020 7340 8741).

### **About The ISPA Awards:**

The *ISPAs* - the UK Internet industry awards - are unique as they are awarded to people and organisations in the industry by their peers and reflect the broad nature of the service provider sector.

The Internet Services Providers' Association (ISPA UK) has been organising the UK Internet Industry Awards since 1999 to herald the best of the Internet industry and to celebrate innovation and best practice. In 2002 the awards were dubbed The ISPAs.