



## **Active Disability Ireland Welcomes Brenda O'Donnell as New Chief Executive Officer**

Active Disability Ireland is pleased to announce the appointment of Brenda O'Donnell as its new Chief Executive Officer (CEO).

Active Disability Ireland is a national organisation committed to creating opportunities for people with disabilities to participate in physical activities of all kinds.

Ms. O'Donnell, an accomplished leader in the pan-disability sector for more than 20 years, brings a wealth of experience to Active Disability Ireland. Previously Active Disability Ireland's Strategic Operations Manager, and more recently Interim CEO, she has played a major role in the growth and development of the organisation over the last decade.

Brian O'Callaghan, Chairperson of Active Disability Ireland, welcomed the new CEO, saying: "Brenda's exceptional leadership skills, strategic insights, and deep industry knowledge make her the ideal choice to lead Active Disability Ireland. We have great confidence in her ability to steer the organisation towards even greater achievements in the future."

He added: "In Brenda's previous role as Strategic Operations Manager and most recently the Interim CEO for the organisation she successfully supported the development of our new 5-year strategy and new rebrand to Active Disability Ireland. Brenda has been integral to all our national and governmental engagements and has been instrumental on numerous steering groups and committees to ensure inclusion of people with disabilities remains to the fore on all agendas. Her commitment to making a difference and to working in collaboration with other organisations and individuals aligns perfectly with Active Disability Ireland's core values, making her an excellent cultural fit for the organisation."

Ms O'Donnell said that, as CEO, she looks forward to the continued success of Active Disability Ireland in making a "meaningful difference". Active Disability Ireland, she said, is committed to creating more and more opportunities for people with disabilities to be active and to ensure that those opportunities are "inclusive, equal and sustainable".

Brian O'Callaghan said that Brenda's enthusiasm for supporting the growth of inclusion across a number of sectors including sport, health, education and community will be instrumental in driving Active Disability Ireland's continued growth and sectoral leadership. "Under her guidance, we are confident that Active Disability Ireland will reach new heights and create lasting value for all our stakeholders."

Speaking about the appointment, Chief Executive of Sport Ireland Dr Úna May added "Active Disability Ireland have made an excellent choice, Brenda has worked extensively in the

organisation over many years and has already played an integral role in the development of a new 5-year strategy. She is passionate about the inclusion of people with disabilities, and I look forward to working with her to help support Active Disability Ireland in enhancing the opportunities available to people with disabilities to participate in and enjoy the vast benefits of physical activity."

O'Donnell promises to increase the profile of Active Disability Ireland, building on the strong foundations and its vital partnerships across the sport, disability, health and business sectors. She also promises to continue the strong connections and relationships that have been established over the years with all of Active Disability Ireland's funding and supporting partners including Sport Ireland, The HSE, Hyundai Ireland, Enterprise Mobility, The Federation of Irish Sport, the Disability Sport Organisation and the networks of National Governing Bodies of Sport and Local Sports Partnerships.

O'Donnell will strengthen Active Disability Ireland's support and influence across other connected sectors such as health and education while continuing to influence and challenge thinking at national level. She is committed to working in close collaboration with people with disabilities "always ensuring that everything that we develop or achieve has direct representation and a deep understanding of the needs of people with disabilities."

### **About Active Disability Ireland**

Active Disability Ireland is a national pan-disability organisation committed to creating an Ireland where people with disabilities have more opportunity to participate in physical activity of their choice.

Active Disability Ireland understands the power of physical activity, how it enables health, happiness and growth and helps foster a fairer society where these benefits are more accessible for all people with disabilities.

Guided by the voice of people with disabilities as an insights-led organisation, Active Disability Ireland strives to building an inclusive infrastructure across the sport sector, supporting our partners and stakeholders to enhance the opportunities available to people with disabilities to experience the joy and benefits of participating in physical activity throughout Ireland.

### **For media inquiries or more information, please contact:**

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