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NORTHWEST ASSOCIATION FOR BLIND ATHLETES LAUNCHES YOUTUBE SUBCHANNELS TO EXPAND ADAPTED SPORTS EDUCATION & WORKOUTS

VANCOUVER, WASHINGTON (September 4, 2025) — Northwest Association for Blind Athletes (NWABA) has launched two new YouTube subchannels—Blind Athletes Academy and Blind Athletes Exercise—marking a milestone in its growing library of accessible sports and fitness content.

Since the soft launch in April 2025, NWABA's YouTube presence has expanded into a robust library of adaptive sports and fitness resources. The flagship NWABA brand channel now hosts 378 videos, generating more than 253,900 views and drawing over 1,160 subscribers from around the world. The two new subchannels are quickly building momentum: Blind Athletes Exercise offers 150 workout videos with more than 7,300 views, while Blind Athletes Academy has already published 65 tutorials and instructional guides, reaching more than 1,800 views.

NWABA first introduced virtual exercise classes during the COVID-19 pandemic, when athletes sought safe ways to stay active and connected from home. What began with instructors filming in a small office quickly grew into a thriving international community. Today, NWABA offers eight weekly virtual classes from a dedicated studio, serving more than 50 regular participants worldwide. With audio description, high-contrast visuals, and no cost to participants, the program has become a vital daily resource for athletes who are blind or visually impaired.

"I happened to find NWABA on YouTube over 2 years ago, and it changed my life for the better," said an NWABA Athlete Exercise participant. "The instructors are amazing, and the classes have also helped me. I love working out with a great group of people who encourage each other. It's like a big family."

In addition, the Blind Athletes Academy subchannel has launched over 65 new videos with expert-led tutorials, teaching methods, accessible PE games, sport-specific instructions, and perspectives on blindness—equipping educators, coaches, and families with practical tools to create inclusive opportunities. These resources have been widely shared with program partners and volunteers for orientation and training.

"I watched the '*Tandem Biking with NWABA | Instructional Guide for Captains & Stokers*' video on the Blind Athletes Academy channel before my first-ever ride, and it was such a valuable resource," said Johannah, NWABA employee and volunteer tandem captain. "It guided me through communication cues and tandem handling, giving me the confidence to lead the ride safely. What could have been intimidating became an empowering and joyful experience for both of us."

Together, these new resources support NWABA's mission to break down barriers and make adapted sports more accessible than ever before. Explore the channels, subscribe, and share with your community.

- Blind Athletes Exercise: [@BlindAthletesExercise](#)
- Blind Athletes Academy: [@BlindAthletesAcademy](#)

For more information about NWABA and its programs, visit nwaba.org.

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About NWABA

The mission of Northwest Association for Blind Athletes is to provide life-changing opportunities through sports and physical activity to individuals who are blind and visually impaired. Today, NWABA is a rapidly expanding 501(c)(3) charitable organization that provides more than 5,000 program and service interactions to children, youth, adults, and military veterans with visual impairments through tailored programming which improves self-confidence and self-esteem, promotes independence, creates an inclusive community of supporters, and builds the skills necessary to succeed in all areas of life including school and employment.