

## **WHEELSTRONG SPORTS Launches a Line of Athletic Wear and Accessories While Also Creating an Online Support Network for the Adaptive Sports and Fitness Community**

*To inspire and support wheelchair athletes, WHEELSTRONG SPORTS is adding a new line of winter clothing, backpacks, and wheelchair accessories to its line of apparel for the adaptive athletics and fitness community. The site also provides visitors with a place to learn about fitness and support each other.*

CRANSTON, RI – WHEELSTRONG SPORTS is preparing to change adaptive sports and fitness forever. That’s according to a smiling Matthew Celeberto, founder of WHEELSTRONG SPORTS. “Before we came along, athletes in the adaptive sports community were wearing brands like Nike or Adidas. I decided that we needed our own clothing line – a brand that would inspire us and show the world how strong and competitive we are.”

WHEELSTRONG SPORTS currently sells a line of fitness and athletics clothing for men and women through their website [www.WHEELSTRONG.com](http://www.WHEELSTRONG.com). In the fall, they will launch a new line of winter clothing, backpacks, and wheelchair accessories.

The website also features weekly fitness and workout videos, downloadable fitness eBooks, and the ability for visitors to communicate in Google+ Hangouts to discuss athletics and fitness.

“Our tagline is ‘**Only for the STRONG**,’” explains Celeberto. “It’s important for athletes in wheelchairs to believe in their strengths and reach beyond their limitations. It’s also important for the world to see that we can train and compete at high levels.”

Celeberto became a T8 paraplegic after suffering a severe spinal cord injury in a 2003 auto accident. But, being in a wheelchair would not keep Celeberto away from his love of fitness and sports. Having grown up lifting weights and playing hockey and football, Celeberto founded WHEELSTRONG SPORTS to be a champion for wheelchair fitness and sports.

To learn more about the WHEELSTRONG BRAND and its line of athletic wear for the adaptive athletes, visit [www.WHEELSTRONG.com](http://www.WHEELSTRONG.com).

### **About WHEELSTRONG SPORTS**

Are you strong enough to wear the WHEELSTRONG BRAND? WHEELSTRONG SPORTS exists to unite athletes in the adaptive sports and fitness community by inspiring, motivating, and supporting athletes with all levels and capabilities.

### **Contact**

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