



BESPOKEPLUS



"If your work speaks for itself don't interrupt"

Happy New Year

This edition of the Bespoke Plus represents the last publication of 2024 and 22 years of this monthly newsletter.

Thank you for your attendance at our annual open house party which was held on December 13th. It was an all-day event which started at noon and wound down around 1:30 AM. Thank you to those that came out, notably this crew



pictured here from Sunrise Medical who made it a TEAM event. They have had mega changes over the last year with a move to a newer building after three decades and working through their acquisition by Platinum Equity, making their joining in that much more special.

Although our staff have been off since December 20th, they are back at it January 06th. We (actually #9) have managed to keep the doors open to goods coming in, emergencies going out, and doing some catching up here and there.

Job number one for us starting 2025 is to finish the ongoing work of updating the web presence. It has been dragging on and requires a boost of new energy to finish the project and hopefully provide an enhanced level of service to our B2B customers as well as our B2C end users.

Rehasense Canada

Rehasense Canada under the direction of Adyitha Roa, Commercial Manager along with long time industry staffer Pal Dhalla, Operations Manager are dealing directly with the dealer network as of the new year. They will be

expanding their offering in the coming days and weeks looking at a steep incline in their trajectory in the Canadian marketplace as their US counterpart begins expansion plans as well.

\$30M Investment



Rick Hansen, Founder, Rick Hansen Foundation and Man in Motion athlete expressed in his December 2024 update his deepest gratitude to The Slight Family Foundation for their historic \$30 million donation to 11 organizations, including his, in support of people with disabilities across Canada. *"This is the largest investment in disability in Canadian history, which will fund a one-of-a-kind cross-country partnership of national and regional disability organizations over five years."*

He went on to say, *"1 in 4 Canadians live with a disability, including 850,000 children and youth. With an increasing aging population, it's the world's largest minority group that we all have the potential to be a part of, whether it's with a temporary or permanent disability. This transformational investment means that we can continue to tackle the many barriers including access to appropriate healthcare, underemployment to expensive equipment, inaccessible infrastructure and stigma that people with disabilities are confronted with. What I am most inspired by is the opportunity to work with 10 other disability organizations to use our complementary strengths and synergies to generate innovative solutions that will have a lasting impact, allowing the places we live, work, learn and play in to be more accessible and inclusive. Together, we can further advance a movement to remove barriers to create inclusion. People with disabilities deserve to fully participate and contribute to an equitable society throughout their lifespan. I commend Gary and The Slight Family Foundation for being a trailblazer in this vital social sector. I will forever be grateful for their*

leadership, support and belief in making a difference in the lives of people with disabilities."

"It's about bringing 11 organizations who've never collaborated before together and ensuring that the face of disability is changed in Canada."

A young girl in a wheelchair plays with a ball. Brain-computer interface technology allows users to move their wheelchair and play using their brain waves. (Christopher Katsarov/The Canadian Press) Hawken says the Slight Family Foundation Disability Initiative will help transform disability care and support in Canada, where one in four people identify as having a disability. According to Statistics Canada, the number of people with disability is set to rise as the country's population ages. *"This is going to impact from coast to coast every age level and in a way that's never been done before,"* she said. The money will be given to national and regional organizations, including:

Holland Bloorview Kids Foundation: \$10.5 million.
Rick Hansen Foundation: \$10 million.
Canadian Council on Rehab and Work: \$1 million.
Canadian National Institute for the Blind: \$1 million.
Canadian Women's Foundation: \$1 million.
Easter Seals Canada: \$1.5 million.
Empowered Kids Ontario: \$1 million.
Inclusion Canada: \$1 million.
March of Dimes Canada: \$1 million.
Ontario Disability Employment Network: \$1 million.
Wavefront Ctr for Communication: \$1 million.

In a news release, Gary Slight, president of The Slight Family Foundation, said disability exclusion has a significant impact on individuals, families, the economy and culture.

"Connecting and expanding programs and innovations from organizations dedicated to disability care and awareness will create an umbrella of support across Canada, while dismantling stigma and creating a more inclusive society for us all," he said.

Ignite the Light

During the Paris 2024 Paralympic Games, the Paralympic Foundation of Canada (PFC) encouraged Canadians to IGNITE The Light, a groundbreaking fundraising initiative that resulted in donations from across the nation raising over \$375,000 to help spark the development of Para sport in Canada.

The IGNITE The Light campaign invited Canadians to purchase a "virtual seat" lighting up a virtual stadium in a symbolic show of support for the 126 Canadian Paralympic

Team Members competing on the world stage at the Paris 2024 Paralympics.

Canadian Paralympic Committee (CPC) President Marc-André Fabien shared his gratitude for the generosity for everyone who purchased a seat and celebrated the impact the campaign will have on the future of Para sport in Canada.



"IGNITE The Light showed the incredible power of community and support for the athletes representing the Canadian Paralympic Team," Fabien shared. "To see donations from generous Canadians from across the country come together to support the athletes in Paris was truly inspiring. This campaign has proven that Canadians believe in the potential of Para sport and are ready to help spark a bright future for the Paralympic Movement."

Paralympic Foundation of Canada - Creating champions to inspire belief that greatness is possible

At the Paralympic Foundation of Canada, we imagine a future where Canadians with a disability are offered ample opportunities to experience the transformative power of sport. We strive to support diverse champions that inspire belief in the potential for greatness, thereby shaping communities across Canada into healthy and inclusive spaces where every person with a disability feels a sense of belonging and inclusion.

Together, we will IGNITE CHANGE THROUGH SPORT

Bits and Bytes

- 49 41st Valentine Gala Royal York Feb 08, 2025;
- 49 REE Richmond BC March 04, 2025;
- 49 Abilities Expo March 7-9, 2025 Las Angeles, CA;
- 49 Abilities Expo May 2-4, 2025 New York, NY;
- 49 Abilities Expo June 20-22, 2025 Chicago, IL;
- 49 Abilities Expo August 1-3, 2025 Houston, TX;
- 49 Abilities Expo September 5-7, 2025 Phoenix, AZ;
- 49 CSMC September 9-10, 2025 Toronto, ON;
- 49 Rehacare Dusseldorf, DE September 17-20, 2025;
- 49 Abilities Expo December 6-8, 2024 Dallas, TX.

BESPOKE PLUS is the newsletter of 49 Bespoke Inc., which markets products from around the world designed to better meet the needs of people with a disability.

We have grown up in sport, have a social service background, and have adopted an advocacy role in our business practice. **Comments are welcome.**