



Treat Accessibly

- The accessible Halloween movement to help create and inclusive future across Canada.



WATCH

[2019 Canadian Pilot Response](#)

June 2, 2021

Believe in Brampton

In 2017, we put one sign on our lawn to let one little boy in our neighbourhood, who uses a wheelchair, know he could trick-or-treat at our home.

To date, 40,000 signs appear on lawns across Canada.

This year we will grow the movement exponentially with planned support from the private sector.

Like the dream that started with one sign, we have a dream that every Mayor, regional Accessibility Advisory Committee and School Board will champion our accessible inclusion movement.

We believe the Brampton Accessibility Advisory Committee can help us make this dream come true.



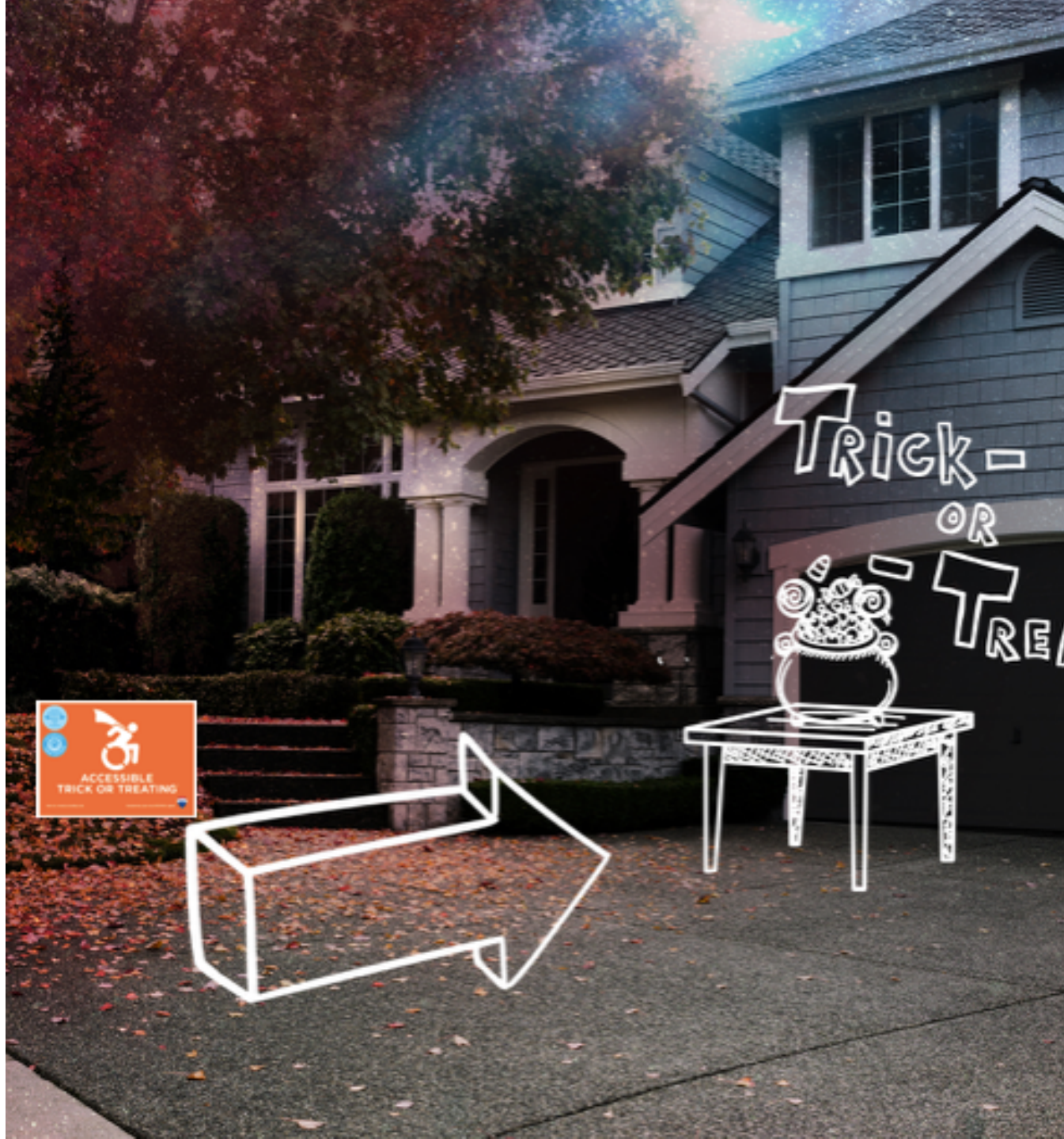
It's a Simple Idea

On Halloween, to be accessible for kids and families with mobility, sensory or intellectual disabilities, eliminate stairs and take your Trick-or-Treating experience to your driveway or garage.

Place Treat Accessibly signage on your lawn in advance of Halloween to create awareness and support for accessibility on Halloween and the concept of accessible inclusion beyond.

And follow other simple tips to make any home accessible on Halloween night on [TreatAccessibly.com](https://treataccessibly.com).

Over 40 million press and social media impressions have helped spread the word already in Canada.



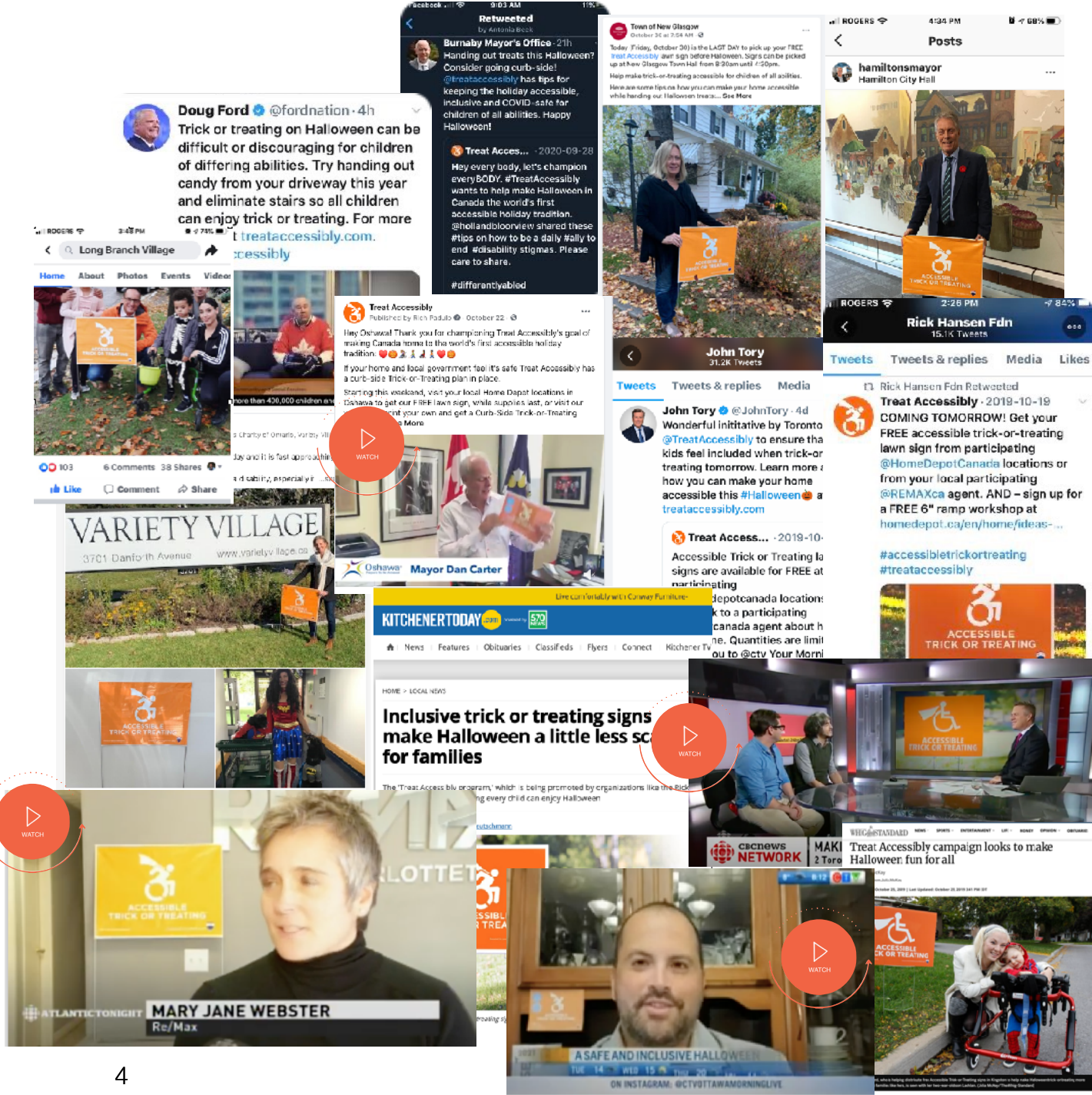
An Idea To Grow On

The purpose of Treat Accessibly is to invite the general population, through participation at Halloween, to start to understand just how accessible exclusion is inherent in so many of the institutions we take for granted today.

In the wake of the worst of COVID, and the societal imbalances that COVID has shone a light on this is the perfect time for the community to embrace Treat Accessibly.

Treat Accessibly can be part of a positive reset.

By adapting Halloween to be more accessible and more social distancing friendly we actually bring our community a whole lot closer together.



Brampton Championing

In 2021, in cooperation with the Brampton we want to create a pilot for the rest of Ontario and Canada to adopt in the future.

The City of Brampton in cooperation with Mayor Brown and the Brampton Accessibility Advisory Committee can champion:

1. **Treat Accessibly Day** amplification on **October 7, 2021**

- The first annual Treat Accessibly Day is intended to create National awareness in homeowners across Canada about accessible trick-or-treating and how to participate this Halloween.

2. **Peel Region Schools** adoption of **Treat Accessibly Day**

- In partnership with the Rick Hansen Foundation School Program, Teachers in grades 1 through 3 are provided a closed-loop 1-hour lesson plan about accessible inclusion that invites kids to learn in class and then bring the lesson home and practice it at Halloween through Treat Accessibly.



While Halloween may look a little different for many this year, should your family and local government support trick-or-treating in your area, I encourage you to participate in the Treat Accessibility campaign, which has a curb-side trick-or-treating plan to ensure all kids have an accessible and inclusive Halloween experience.

I applaud, [#treataccessibility](#) Founder, [Rich Padulo](#) for championing an innovative way for kids of all abilities to be included! Our Foundation's School Program is also proud to complement this year's event with inclusive Halloween specific lessons and activities! [#halloween](#) [#accessibility](#) [#inclusion](#)



To help close the adoption loop with homeowners and parents, 500+ RE/MAX offices across Ontario will have FREE Treat Accessibly lawn signs for pick-up and drop-off.

A new Global Brand will have Treat Accessibly awareness messaging exciting people through September - October in stores and socially.



How Brampton Can Champion Treat Accessibly

	Step 1 (June '21)	Step 2 (June '21)	Step 3 (Sept '21)	Step 4 (Oct. 7, '21)	Step 5 (Nov '21)
Treat Accessibly General Support	Brampton Accessibility Advisory Committee (BAAC) approve Treat Accessibly request for support.	BAAC and Treat Accessibly share and attain support from the Mayor's Office (MO).			
Treat Accessibly Day (Oct. 7)			MO, BAAC and Treat Accessibly coordinate the public announcement for Treat Accessibly Day.	MO and BAAC announce support for Treat Accessibly Day (media/social) exciting homeowners to visit TreatAccessibly.com to participate. Opportunity: Include the Peel Region Pilot Announcement.	
Peel Region Schools Adoption of Treat Accessibly Day (Oct. 7)		MO and BAAC arrange and attend meeting with Peel Region School Board (PRSB) Senior Administration to have Rick Hansen and Rich Padulo present the Pilot concept.	Rick Hansen Foundation School Program provide digital Treat Accessibly Day Curriculum to PRSB Administration to share with regional schools to participate in Pilot.	PRSB teachers adopt and execute the Pilot curriculum.	PRSB Administration meet with Rick Hansen and Treat Accessibly to share learnings from Pilot with goal to expand the accessible inclusive curriculum across Ontario in future.

Traction for the Movement Already

General Momentum:

1. Since 2019, 40,000 members of the general public have picked up a FREE Treat Accessibly lawn sign.
2. We have had over 100 news segments including multiple national and local TV segments for Treat Accessibly.
3. Every major Accessible Non-Profit in Canada at the national and regional level have championed Treat Accessibly.
4. Our daughter, Siena Padulo, has been nominated by the Rick Hansen Foundation for their Difference Maker Award.
5. Rich Padulo was appointed to the Ontario Accessibility Advisory Standards Committee because of Treat Accessibly.
6. There will be 500+ Treat Accessibly FREE lawn sign pick-up locations in Ontario (all RE/MAX neighbourhood offices).
7. A Do It Yourself Treat Accessibly lawn sign will be available at TreatAccessibly.com
8. A mass awareness campaign to parents will be live September to October thanks to our new global brand partner.
9. The Premier, Mayors of Toronto, Hamilton and St. Catharines have already championed Treat Accessibly.
10. Accessibility Advisory Boards in Mississauga and Oshawa have already approved to support Treat Accessibly in general.
11. Mayor Patrick Brown personally offered his support to champion Treat Accessibly and commenced this dialogue.
12. City representatives on the Mississauga and Oshawa have agreed to support champion the School pilot concept.

Nothing has been done like this for Accessible Inclusion before. Through Treat Accessibly we see a way to create a line of communication between School Boards and Accessibility Advisory Committees and Ontario's efforts to accelerate accessibility awareness and adoption.

Happy Halloween EveryBODY!

The Padulo Family have kept Treat Accessibly, a grassroots movement and story to show people - one family can work together with the community, private sector, non-profits and government to make a difference.

None of this would be possible without the help of 1000's of homeowners and the people that have helped us champion the movement like you.

