



BESPOKEPLUS



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

Cheelcare



Further to the development of the Companion and having it become the first front power add on approved for funding by the Ontario Assistive Devices Program (ADP), Cheelcare, a Canadian innovator of mobility devices based in Richmond Hill, Ontario, has made a number of steps assisting in their overall goal of bringing complex rehab

products to market.

They welcomed a bilingual Alex Laurin as their Director of Marketing, Maria Joannou, a seasoned industry education consultant, was introduced as a representative through her company Wingate Wellness, and then the former Permobil Canada General Manager Allan Boyd was introduced as their Vice President of Growth.

Cheelcare is also further supported by a new board member, Roy Ellis, to help the Founders, Eugene Cherny and Dima Paltsev in their pursuit to transition Cheelcare from a Research & Development company, to a company with a focus on the commercialization of its innovative product lines; in particular, Cheelcare's products that are currently completing regulatory testing ahead of their launch into the US and Canada. New investor participation who appreciates the technologies developed have made it possible for the company to enter into a letter of intent with Jo-Jo Capital Canada Ltd. That may result in Cheelcare being listed on the TSX to spur their efforts to raise the capital required to have their products become available in a more commercial manner. There are opportunities to

participate and invest in this early-stage Canadian company for those interested. We appreciate the R&D efforts of up-and-coming companies like Cheelcare who work tirelessly to have their vision for products become available to end users.

OIPSE Exhibition



We will be in Ottawa for the Motion Cares Event on June 6th and then the Ottawa Inclusive and Para Sport Expo (OIPSE) on June 8th. The Motion Cares event is one of 12 across Canada we are attending that are designed as educational sessions for prescribers,

funders, and sales consultants for products. The latter is an event to rally the community in marketing and promoting sport and active living.

This is the Third Annual OIPSE that we will be exhibiting at, and we will showcase our products and network with a lot of friends who are participating in or running incredible programs in the Ottawa area. It will be at Carleton University's Ravens' Nest (inside main athletic centre) and the Norm Fenn Gym (just across from the Raven's Nest) on Saturday June 8th from 11AM - 3PM.

The organizing committee strives to increase awareness of sport and recreation opportunities, equipment options and promote some of the supports for people with disabilities in the community. This event will provide children, youth, families, and older adults with hands-on experiences to learn about and try multiple adapted and inclusive sports, try new and exciting adapted sports equipment, and learn about all the necessary and beneficial supports there are for them. Additionally, they hope this event may help organizations with participant recruitment!

For information about the OIPSE email: Emily
eglossop@abilitiescentreottawa.org or Tania
sillett@algonquincollege.com

VARILITE® Products

VARILITE'S® Air-Foam Floatation Technology combines the best characteristics of air and foam!

AIR: It is fluid and displaces under load providing pressure relief.

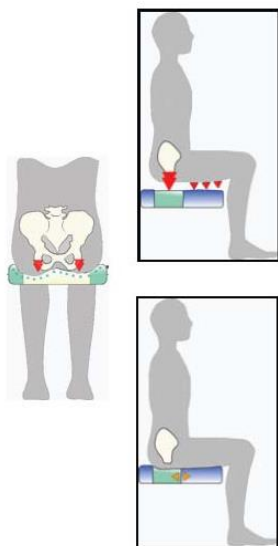
FOAM: It acts like a spring and compresses under load providing support and conformation.

Air-Foam Floatation – Key is immersion. The valve releases air to immerse the user in the foam. Each cell of the open-cell foam provides support and distributes the pressure. Increased immersion provides increased load distribution and greater stability. Optimal pressure distribution is achieved over the largest possible area. The combination of soft foam under the pelvis and firmer foam under the thighs creates continually adjusting forces that evens out the interface pressures.

What's needed from a cushion used on a wheelchair?

1. Pressure distribution
2. Postural support
3. Vibration reduction
4. Light weight
5. Low maintenance

VARILITE® cushions excel in all of these areas. The combination of soft foam (green) under the pelvis and firmer foam (blue) under the thighs creates continually adjusting forces (orange arrows) that evens out the interface pressures (red arrows). Air supports the load, while foam keeps the air where it's needed and preserves the cushion shape.



Snooker Anyone

Snooker was one of the early sports (since 1960) in what is now known as the Paralympic Games. It continued at the games for 28 years (apart from missing the games in 1980) before being dropped as a sport at the games after 1988. Now, the World disability Billiards and Snooker Association (WDBS) is appealing to have the sport reinstated in the Paralympics for 2032.



The sport has been dominated by the British and Irish over the years, but it was Canadian extraordinaire Dean Mellway, that ruled the day in 1976 at the Toronto Olympiad (Etobicoke). He was way too involved to defend his title with the number of administrative and advocacy roles he has played over the years. In a nutshell, Dean graduated with an MSW from Wilfred Laurier University and began his career with Ontario March of Dimes, moved to Ottawa to become the Executive Director of the Canadian Wheelchair Sports Association, and later moved to Carleton University and is still there. He has held numerous senior positions and advocacy roles.

Dean could compete in any of the sports but excelled in Snooker, Wheelchair Basketball, Sledge Hockey, Wheelchair Tennis, and Wheelchair Slalom while holding many senior positions to move the goal posts forward for the next generation. Whatever it takes to assist in creating a better life for folks with a disability ranks at the top of the agenda even today in his role with Carleton in Facilities, Management and Planning while involving provincial and federal accessibility organizations, Rick Hansen Foundation, etc.

Good job "Deano", I hope snooker gets into the 2032 games and that you have the time and energy to do what you did in 1976!

Bits and Bytes

- 49 Motion Cares Ottawa Show June 6, 2024;
- 49 Inclusive ParaSport Ottawa June 8, 2024;
- 49 Access Expo Ottawa June 27, 2024;
- 49 Access Expo Kingston July 11, 2024;
- 49 Access Expo Toronto July 24, 2024;
- 49 Access Expo Hamilton August 1, 2024;
- 49 Access Expo Peterborough August 20, 2024;
- 49 Rehacare Suzou Ctr., China, August 21-23, 2024;
- 49 Access Expo London August 29, 2024;
- 49 CSMC Toronto, ON September 10-11, 2024;
- 49 Rehacare Dusseldorf, DE September 25-28, 2024.

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.**