



BESPOKE PLUS

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

U25 at Brock U



We are hours away from making history at Brock University in St. Catharine's, Ontario with the opening ceremonies of the inaugural Under 25

Women's World Wheelchair Basketball Championships. Tickets are available off of the official event web site at www.u25wwbc.com. "The games will be from July 15th – July 21st and there will be live streaming off the site and social media platforms will serve to connect hundreds of athletes, coaches, and volunteers from around the globe.

Like the inaugural Junior World Championships in wheelchair basketball held in Toronto, Ontario hosted by the same organization, Wheelchair Basketball Canada will tack up another first in the history of the sport showcasing the talents of these elite young female athletes in a world-class championship. They will welcome participants from Australia, Canada, Germany, Great Britain, Japan, Mexico, South Africa, and the United States for a truly historic tournament in Canada!

The tournament website will act as the primary source to access the latest news, event information, ticketing, team rosters, schedules and game results. It features a comprehensive social media hub with exclusive access to videos, photo galleries, contests, polls, and athlete blogs.

RGKLife.com

RGK Wheelchairs Ltd has introduced a new website which contains more information including details on products, staff, and RGKLife in general! They also have a new section called SEE, where you can look at various wheelchair videos.

Check it out at www.RGKLife.com !

#15 on the Team

It gives me great pleasure to announce that Braden Hirsch, former wheelchair basketball star (#15 with the Alberta Northern Lights) and avid golfer, has joined 49 Bespoke Inc., to represent the team in Alberta.



Braden, recently retired from the provincial government where he was Director - Manager Community Partnerships Alberta Seniors & Community Supports. He has also managed, directed, or coordinated services with provincial agencies like Community Support Services for Alberta Seniors and Community Supports, the Office for Disability Issues for Alberta Seniors and Community Supports, the Canadian Paraplegic Association, and NorQuest College.

Braden has an Executive MBA, Advanced Graduate Diploma in Management, is a Chartered Psychologist, and has Masters of Education and a B.A. in Sociology.

We look forward to working with you Braden; welcome aboard! 15@49Bespoke.com

MIM 25th Anniversary

Rick Hansen shared updates in June on his foundations global outreach and their delegation's recent visit to New York, Washington and Miami.

The Rick Hansen Institute (RHI) signed a significant Memorandum of Understanding in the field of spinal cord injury (SCI) research with the James J. Peters VA Medical Center (JJPVAMC), Bronx, NY. The partnership with this world-class research facility will develop collaboration around clinical trials, research and implementation of

best practices. It is a tangible step in accelerating progress towards a cure for paralysis from spinal cord injuries. The signing was followed by a tour where Rick was joined by representatives from RHI to view a demonstration of the American innovation ReWalk exoskeleton by Lt. Ian Brown, who was injured in line of duty in the Afghan war in 2002. The ReWalk enables a person with complete motor paraplegia to walk.

While in NY, Rick was able to present United Nations Secretary-General Ban Ki-moon with one of the unique Rick Hansen medals, designed by the Royal Canadian Mint, symbolizing 25 years of progress in creating a healthy and inclusive world. The presentation acknowledged the work that the United Nations is doing to support the rights of people with disabilities.

In Washington, DC, Canadian Ambassador Gary Doer graciously hosted an event and Rick presented Judy Heumann, Special Advisor on Disability Rights, U.S. State Department, with a Rick Hansen Difference Maker Award for her many years of advocating for disability rights in the U.S. Dr. Robert Grossman from Houston also received a Rick Hansen Difference Maker Award for his work as lead investigator for the North American Clinical Trials Network, an initiative sponsored by the Christopher and Dana Reeve Foundation.

In Miami, Rick Hansen Foundation (RHF) and RHI partnered with the Miami Project to Cure Paralysis to enter into the second collaborative agreement with a U.S. research center. Also in its 25th Anniversary, the Miami Project was co-founded in 1985 by NFL Hall of Fame linebacker Nick Buoniconti after his son, Marc, sustained a spinal cord injury during a college football game. The Miami Project's international team of more than 200 scientists, researchers and clinicians take innovative approaches to the challenge of spinal cord injury.

Betty Fox

On June 25th, 2011 The Star reported that hundreds of people packed a small church in Port Coquitlam, B.C. to celebrate the life of Terry Fox's mother Betty, who died earlier in June at the age of 73.

"Betty Fox is credited with keeping her son's Marathon of Hope alive and raising millions for cancer research. Fox died in Chilliwack, B.C. after what her family described as a serious illness."

Fox was remembered as a tenacious, dedicated mother who was determined to ensure her son's vision and ideals were preserved after his marathon was cut short before his death in 1981. One of her grandchildren, Kirsten Fox, told the church her family has been flooded with thousands of letters of support since Betty's death. Kirsten Fox says she saw first hand her grandmother's commitment to sharing the Terry Fox message. But Kirsten says always saw Betty as a grandmother first, a caring, silly — and sometimes serious — woman who encouraged her family to hold onto their convictions. Among the mourners were B.C. Premier Christy Clark, former Vancouver Olympic CEO John Furlong, and Rick Hansen, famous for his Man In Motion tour."

KENDA Tires

The Kenda Konstrictor K1051 is enroute. It uses the new R2C compound that blends the best attributes of traction, speed and durability. A Grippy (60 shore-A durometer) compound featured on the shoulder for cornering assurance and paired with a fast rolling (68 shore-A durometer) center compound for straight-line speed. It has Casing Added Protection (CAP) to prevent pinch flats. Available in 24x1(540), 25x1(559), 26x10(590), in Gray/Red, Gray/Green, Gray/Blue, Gray/Yellow and Gray/Black.



Bits and Bytes

- 49 Women's U25 Worlds, July 15-21, St. Catharines, ON;
- 49 Thinking of Michel Racine may you rest in peace;
- 49 In the GTA July 18-22;
- 49 REHACare Sept. 21-24 Düsseldorf, Germany;
- 49 HCR October 5-7 Tokyo, Japan.

BESPOKE PLUS helps to market and promote **RGK Wheelchairs**, **VARILITE®** Seating and Positioning Systems, **KENDA**, and **Ki Mobility** products, along with Spinergy, Gance, Frog Legs, Schwalbe, Sun, MBL, Natural Fit, Blax, and other great products.

Please give us a call or contact the editor, Reg McClellan, if you have something that you think we should expound on.