



Inside this issue:

10 years and counting
page 2

Cycle of Mobility
page 3

Chicken for a good cause
page 3

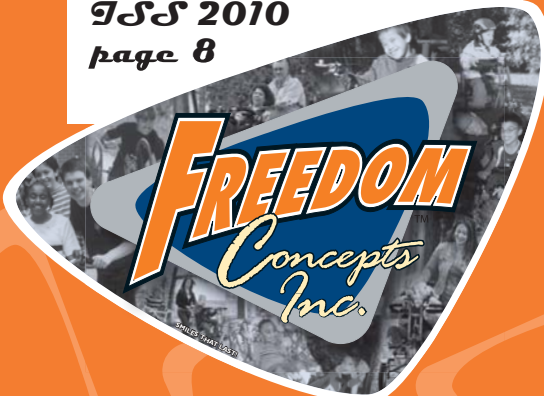
Production Staff
page 4

Variety golf
page 5

Jordan Valley Bike Day
page 6

20 Years 20 Bikes
page 7

ISS 2010
page 8



Making a difference

By Ken Vanstraelen

We can all make a difference!

This quarter Freedom Concepts launched its corporate marketing initiative - 20 Years 20 Bikes Giveaway to celebrate 20 years of "creating a cycle of mobility". We are so proud of the responses that we have received.

Freedom does mean something different to all of us. When I was in South Africa we visited a village and we all gave what we thought could be useful and fun items. Well turns out the skipping ropes we supplied were a huge hit.

In May we gave away bike number two in Carlsbad, CA - check out this poem from Shannon Rowson, her son Peter received the bike.

"I am a growing boy and I want to be free
Free from falling when I try to ride a bike
Free from losing my balance when I pick up one foot to climb onto a bike,
Free from slipping off a bike seat when my right foot slips off the pedals or I lose my balance,
And free from losing my grip because my right hand can't hold on tight.
Free to feel the wind on my face and have fun riding a bike,
To feel stable and secure while riding,
and to ride independently-that's Freedom!

I am a growing boy and I want to be free
To have friends, true friendships with peers,
Free to ask someone to play who won't get stuck on "Why are you like that?"
Free to show that I care, and not have someone walk away because I am hard to understand or act differently,
Free to spend time and play with someone I like, who likes me
Free to be myself with all of my strengths and my challenges...to like and be liked as I am.

I am a growing boy and I want to be free
Free to go to school, a typical school with typical kids
Free to be in the same classroom even though I need extra time or help,
Free to learn about the world and math and language, though they come slowly,
Free to work cooperatively so each person can do the part that comes easily, and learn from others.

Free to learn to navigate in the community, in society, prepared for the rest of my life.

Freedom is independence, Boldness in choice and action, Daring to dream and proceed toward those dreams, To proceed with ease, and without constraint or coercion. Freedom is to find ways to become accomplished or successful, in spite of and because of one's limitations and challenges, Freedom is to go by non conventional routes or means and arrive none the less. I want to be free!!"

The expression on Peter's face was unreal. Our rep from that area, Jason, got a real charge out of this. The entire school was out in the playground.

Our third bike was presented to St. Amant who sent us a video. They wanted a bike for all to enjoy. We were lucky to present to the executive director at their Wings of Hope event.

This month we have inspired people doing golf events to buy bikes and our gift registry seems to be working for families all over the country, philanthropy is everywhere.

I also attended the Variety World Conference in Hollywood. What amazing things they are doing to help children around the globe - from a well in Haiti (raising \$300,000 at one of the lunches) to programs in mobility and dedicated volunteers making a difference in the lives of under privileged kids and kids with differently able needs. This year the humanitarian award went to Simon Cowell for the tremendous work he has done.

I know we are all out there doing what we can in our communities - it does make a difference, keep up the great work. A special thank you to our staff in Canada and the USA for all they do each day and all the tireless weekends they are out there supporting events and creating new ones. Have an awesome summer.



1.800.667.9915
www.freedomconcepts.com
www.specialneedsbikes.com
twitter.com/FreedomConcepts
www.facebook.com



Freedom...

it means something different to everyone. At Freedom Concepts Inc., it means “Creating a CYCLE of mobility” for recreation, therapy, fun and mobility for anyone who is willing to try. Our Therapeutic Solutions are handcrafted with pride, quality and ingenuity and allow individuals as young as 18 months old through adulthood to experience part or all of our CYCLE of mobility.



10 years and counting

It takes a special person to work at the same job for years. They need to be patient, understanding, flexible and cooperative and those same qualities are needed to work here at Freedom Concepts.

No employee exemplifies this more than David Kron, who recently celebrated his 10 year anniversary with the company. David was the first sales guy that Ken hired and their meeting was one of chance.

Ken was taking part at a Cerebral Palsy Association of Manitoba event and at the time David was the president of the CP Association. Ken made a speech and at the end he mentioned that he was looking to hire his first sales guy and wanted to know if anyone was interested. After a couple of weeks David gave Ken a call and the rest is what they would call history.

Some may wonder how David survived all these years, considering that a day after he was hired Ken took him on a three week road trip that included stops in Regina, Vancouver, California and everywhere in between. But for those of you who know David well, know that no matter what the circumstances are he won't complain, he'll just give his famous line, “it is what it is.” And most of the time he's right, why stress about it, just deal with it.

Working in sales, David and all of the sales team here at Freedom Concepts have rigorous travel schedules and to be able to do it for 10 years and help as many people as



he has is truly extraordinary. To count the number of kids that David has got on bikes is nearly impossible, but we know that it's a lot.



“Seeing the kids reaction when I evaluate them or get them on the bike for the first time and then the joy of delivering it to them at the end...I don't do it for the pay check, or for Ken even, I do it because when I promise somebody something I deliver it,” explained David.





CREATING A CYCLE OF mobility™



RICHARD - FCI RIDER SINCE 2008



HANNAH - FCI RIDER SINCE 2009



BRENDAN - FCI RIDER SINCE 2009

Eating chicken for a good cause



HONORARY CHAIR HAL ANDERSON (LEFT), KEN BISHOP (RIGHT)

There's many ways to help out in the community, some people volunteer, some will donate money and on May 11, 2010 the Rotary Club of Winnipeg West served chicken. The 59th Annual Chicken Fest was once again a great success for the Rotary Club.

The Club has been involved in the community for over 50 years and it has raised over

\$1 million dollars that has gone back into the local community. This year, between lunches, dinner and take-out just over 6,000 chicken meals were served. Including the money raised from the silent auction Chicken Fest raised over \$45,000, which is a record fundraiser for the club. All of the funds raised go to the Children's Rehabilitation Foundation.

Ken Bishop is a member of the Rotary Club and he worked with other members to make this year's Chicken Fest such a success.

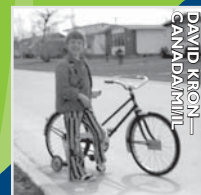
"We certainly recognize and we feel it's because of our signature project, the Children's Rehabilitation Foundation, we just think people can really relate to it...Our next one is the 60th anniversary, are committee is recommending that we do it one more time, also supporting the CRF. Hopefully we can look forward to doing it one more year," said Bishop.

Freedom Concepts was able to attend this year's event and what a great initiative to be a part of. Can't wait until next year's fest.

Our Account Representatives



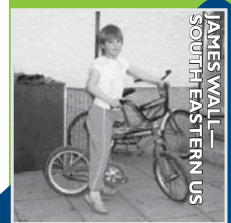
CAM CHABOT - CENTRAL US



DAVID KRON - CANADARI/IL



JASON GETZ - SOUTH WESTERN US



JAMES WALL - SOUTH EASTERN US



MIKE LAWSON - NORTH EASTERN US



Production staff making a difference

Here at Freedom Concepts we do our best to provide our customers with exceptional customer service on a daily basis. Whether it's getting them a quote, doing an evaluation or setting up a bike registry page, we're always here to help.

Even though it's our sales staff and marketing team that people talk to, a lot more goes into it than that. There are a number of people who work behind the scenes who our customers never get to meet. But without these exceptional individuals it wouldn't be possible to give the type of service that we do.

We have a number of staff members who work as part of our production team and they are the ones who put the bikes together from beginning to end.

When a customer calls in to thank us for getting them their bike so quickly, it's because of the production staff that we are able to deliver bikes on time.

From the engineers who design the bikes, to our welders who fabricate all the frames right in our head office, to our assemblers who piece the bikes together and our shipper/receiver who packages each bike and gets it out the door.

Without all of their hard work, what we do wouldn't be possible. Considering that each bike is custom-built to meet specific needs, the job that these individuals do is very important.

They may not get all of the fan fair, attention and thank you letters that those of us that work in the front get, but they deserve just as much recognition.

There have been numerous times they have come in on Saturdays to make sure all of the orders are

completed and are shipped on time and I've never heard a complaint.

Just because they're not the ones doing up the evaluations, or presenting the bikes at a bike day. Their importance to the overall success of Freedom Concepts can't be forgotten. Ken has always strived to put the best team possible together to represent Freedom Concepts and provide the best service possible.

As mentioned in the last issue of Pages of Freedom, Tim recently started as the production manager and he is fitting nicely into the role. It doesn't matter what the situation is Tim and the entire production team will make sure the job gets done.

It's this type of tireless effort that keeps us going, without the dedication and sacrifice from all of our staff none of this would be possible.

Great job team!!!
Thanks for your dedication and hard work.



THE PRODUCTION TEAM:
(From L to R Top Row): Colin, Dave, Bert, Amanda, Alvin, Ryan
(From L to R Front Row): Tim, Tony, Gary, Andy, Duy

The Registry & \$1,000 Draw

The Freedom Concepts Bike and Chair Registry is starting to take off, and it's already been a convenient tool for some people looking to raise funds to buy a bike or chair for their special needs loved one. The process is simple, once you find a product you like and receive a valid FCI quote, we'll send you the following:

- 1) An online donation page to track the donation progress and process secure payments towards your selected product.
- 2) An e-mail to send to family and friends informing them of the online donation page and asking for donations towards the device.

- 3) Easy processing of your order upon successfully raising the required funds.
- 4) A thank you e-mail to all contributors for generously giving the Gift of Freedom.

There's also the opportunity to win a \$1,000 gift certificate towards any of our products.

Go to <http://www.freedomconcepts.com/> and click on the win a \$1,000 gift certificate tab on the right hand side and fill out the form.

Also visit <http://www.chill-outchair.com/> to check out our complete line of Chill-Out Chairs.



Variety Golf Tournament

When asked about the game of golf many people have responded with, "golf is a good walk wasted." Which may be true, in some cases, but when you're golfing with friends and know that your golf game on that day doesn't matter, that it's for a great cause, there's a difference.

This difference took place on June 14, 2010 for the 13th Annual Subway Variety Golf Tournament at Niakwa Golf and Country Club in Winnipeg. The tournament was in support of Variety The Children's Charity of Manitoba, and tremendous support is what they received.

After a few weeks of rain Winnipeg finally had a perfect day for a game of golf and everyone involved was soaking it up. Over 100 people took part in the tournament, from the golfers themselves to the countless volunteers needed to make the day go as smoothly as it did.

The Freedom Concepts crew had a foursome in the tournament, Ken Vanstraelen, James Wall, David Kron and local PT Chad Johnston enjoyed a great day of golf. However if you look at the scorecards it may not look like they had a great day, but let's remember it's all about the kids. Adrian Alleyne was also at the event and had the pleasure of working the first hole, as we were a hole sponsor for the event.

What a great day, from golfing to chatting with all the individuals in attendance, making new connections and rekindling old ones. The tournament just finished but we're already looking forward to next year's festivities, and who wouldn't? Considering it's going to such a great cause.

Wayne Rogers, executive director of Variety here in Manitoba and his staff deserve a round of applause for putting on such a major event and for having the desire to put it on every year. The staff from Niakwa were great and had the course in top form for the golfers.



L TO R:
KEN VANSTRAELEN
(PRESIDENT OF
FREEDOM CONCEPTS
INC), CHAD JOHNSTON
(LOCAL PT), DAVID KRON
(ACCOUNT REPRESENTATIVE,
CANADAMMIL), WAYNE ROGERS
(EXECUTIVE DIRECTOR, VARIETY
MANITOBA),
JAMES WALL (ACCOUNT
REPRESENTATIVE, SOUTHEASTERN
US)

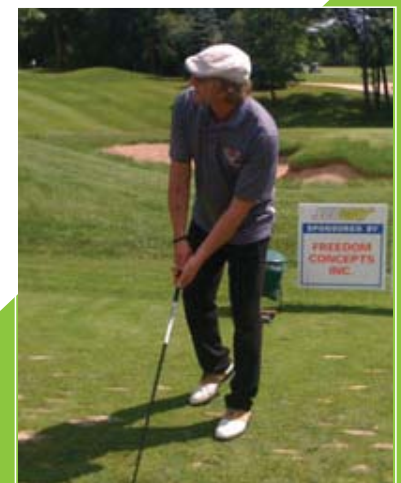
It's so important to continue supporting groups such as Variety. Over the years Variety and Freedom Concepts has formed a special relationship, not just in Manitoba, but around the world.

This is a relationship that we appreciate and we will continue to work with Variety to get kids mobile and make a difference in the lives of children in Manitoba and around the world.

Keep up the great work Variety, everything you do is truly making a difference.



variety
the children's charity



KEN GETTING READY FOR A BIG SHOT.

Jordan Valley School Bike Day

Here at Freedom Concepts we have a goal to get as many Butts on Bikes (BOB) as possible, because everyone deserves a chance to ride a bike no matter what. We accomplish this by working with schools and clinics to hold bike days throughout the year in numerous locations.

We bring out a number of our bikes and students or patients have the opportunity to try out the product and everyone from the parents to therapists can witness the difference mobility can make in a person's life.

In May our General Manager Rob Macfarlane travelled to Utah to hold a Bike Day at Jordan Valley School. He worked with Keri Meserve, DPT, from the school to make the day a success. Approximately 100 students got on bikes that day and since there was a tandem there many teachers and parents were able to ride with the kids.

Originally Rob and Keri had met at a Vendor Fair at Primary Children's Medical Center in Salt Lake City, UT last December. Rob had a demo at the fair and let Keri take it back to the school for her students to try and they love it.

"The expression on each of their faces brought tears to our eyes! They smiled and laughed the entire time they were on the trikes! They came to life and experienced their surroundings in a whole new way while riding the trikes around the Bike Fair! There is no doubt, they thoroughly enjoyed every minute of it!" explained Keri.

This was Keri's first exposure to the adaptive mobility devices and she liked what she saw.

"These devices are very convenient for numerous reasons. Working in a school setting, it is necessary to fit one piece of equipment to multiple users. The Freedom Concepts trikes allow for multiple, tool-free adjustments to be made in order

to fit a wide range of riders. Being able to move the handle bars out of the way makes transfers into and out of the trike much easier.

"By far, my favorite feature on Freedom Concepts trikes is the rear-steering. This eliminates the poor biomechanics usually associated with other brands when trying

"That money is going to help purchase trikes that will accommodate almost every student in our school! Not to mention, one of the biggest success stories was a mother riding a bike for the first time in her life and she was able to do it on the tandem bike with her son who has multiple disabilities! The day was a HUGE success," explained Keri.



JORDANVALLEY SCHOOL POSTER

to maneuver the bike. It is so much easier to maneuver the bike with the rear-steering and allows the child to feel as though they are independently riding the bike since we are out of their viewpoint," Keri said.

Not only did the kids have an opportunity to ride the bikes, but money was raised that will go towards purchasing some bikes for the school. According to Keri approximately \$25,000 was raised and the donations are still coming in.

With the success of this event there have already been some requests on when the next Bike Day is going to happen. It looks like it may need to become an annual event with this type of response.

"I would most definitely consider having this event again! Everyone at my school and in my community is calling this the "First Annual" Bike Fair and already making plans for the next one," added Keri.



quote to enter, if you don't have one call us at 1-800-661-9915 and speak to your Account Representative to receive one. Don't forget to include your what is Freedom to you submission with your entry. It can be a picture, poem, short story, a video or any other creative way you can come up with to describe to us what Freedom is to you. Good luck!

To see winning submissions go to, <http://www.freedomconcepts.com/aboutus/winners.php>.

The 20 years 20 Bikes Giveaway is still going strong and we still have 15 bikes to giveaway.

The response to the contest has been tremendous and we're looking forward to receiving more creative and fun entries. To date we have awarded five bikes and given away three, in California, Winnipeg and Indiana.

The pictures are from two of the bike presentations, Peter in California and St. Amant in Winnipeg. Peter's mom sent in a poem to represent what is Freedom to them while St. Amant made a great video. The third bike was presented in early July to Krista, who sent in a beautiful picture frame. Arrangements for the other two presentations are still being made.

If you've wanted to give your special

needs loved one the gift of Freedom and didn't know how, here's your chance during the Freedom Concepts 20 Years 20 Bikes Giveaway.

Visit our Web site and click on the 20 Years 20 Bikes giveaway link (similar to the one above) and fill out the entry form. Remember you need a valid FCI



2010 Stationary Bike Race

The 2010 stationary bike race in support of the Cerebral Palsy Association of Manitoba took place in Winnipeg on March 13 and was a great success. Brandon, MB held their race the following week on March 20.

All monies raised go directly to the CP Association of Manitoba to directly help those in the province.

Freedom Concepts has had a team in the race for a number of years and this year was no different. The Freedom Concepts Reciprocators were once again out in full force raising pledges and riding hard for a great cause.

Thanks to those who took part for the Reciprocators; Sara Yates-Howorth, Amanda Opaiko, Amanda Pachal, Victor Bock, Colin Bock, Cam Chabot, Duy Tran, Alvin Jorheim, Andrew George, Sean Murray, David Donald and team captain David Kron.

In total the Reciprocators rode for 303.6 kilometres and raised a total of \$3,343.

If you're interested in holding your own stationary bike race to raise funds for a good cause give us a call and we'll help out any way we can, eg. sample package, water bottles, etc.

Call our office at 1-800-661-9915 for more info.

Thanks to everyone who participated and to those who donated, we look forward to seeing you next year.



2010 *International Seating Symposium*

In March Ken Vanstraelen, Rob MacFarlane, Susana Schanel and Adrian Alleyne travelled to Vancouver, BC for the 26th Annual International Seating Symposium.

What a great event to be held in Vancouver shortly after the Olympics and the same week as the Opening Ceremonies for the Paralympic Games.

We met a number of great individuals from across North America and the world.

One of the many highlights of the the three day symposium was sitting in on the "Everything You Need to Know to Start a Biking Program for Children with Special Needs." The presenters were Jennifer Miros and Ginny Paleg (pictured on right).

Jennifer works out of the St. Louis Children's Hospital in St. Louis, Missouri and Ginny works for the Montgomery County Public Schools,

Early Intervention Program in Rockville, Maryland.

It was great to be a part of such a successful event and to sit in on some of the presentations.

Thanks to the organizing committee for putting on such a great event, your hard work is appreciated.

We're already looking forward to next year's event in Nashville, TN. We hope to see you there.



Since 1991, Ken Vanstraelen and staff have developed a full line of therapy bicycles for a long list of satisfied customers in North America and abroad, many of whom have never experienced the exhilaration of a ride before.

Working with medical professionals, physical/occupational therapists and families, Freedom Concepts custom-builds each device for individuals with disabilities such as Cerebral Palsy, Spina Bifida, Muscular Dystrophy, Angelman Syndrome, Rett Syndrome, the visually impaired as well as parapalegics, quadrapalegics and those who have suffered brain injuries.

Recently Freedom Concepts has expanded to include new products to compliment the existing line-up and to continue our goal of creating fun, therapy and most of all...Freedom!

Customer Service

For more information or pricing, please contact us
toll free: 1.800.661.9915
email: mobility@freedomconcepts.com
online: www.freedomconcepts.com

Freedom Concepts Inc.
2087 Plessis Road
Winnipeg, Manitoba, Canada
R3W 1S4



CREATING A CYCLE OF mobility

