



## FREEDOM CONCEPTS INC. CELEBRATES 25<sup>TH</sup> ANNIVERSARY

**FOR IMMEDIATE RELEASE:**

**WINNIPEG, CANADA, April 7, 2016** – Freedom Concepts Inc., the leading innovator in the custom adaptive tricycle industry, celebrates its 25<sup>th</sup> anniversary, this year on April 11, 2016. Founded in 1991 by Ken Vanstraelen, the company was born after a request to build a bike for a young boy with cerebral palsy. Ken didn't stop with that one bike, instead, he began building a foundation for mobility and therapy – also known as Freedom Concepts Inc. Today, Freedom Concepts Inc. has delivered several thousand more customized bikes to riders and families in countries all over the world.

"From the very first bike, Freedom Concepts Inc. has been all about providing the freedom to ride, the freedom to be independent and the freedom to live a normal life. It's amazing to see the impact our bikes and chairs have made in so many different countries throughout the world," said Ken Vanstraelen, Freedom Concepts Inc. President and CEO. "Our case-by-case approach has enabled us to provide custom solutions where our competition couldn't. I think I can speak for all of our staff when I say that we feel a great deal of pride when we look at the differences we've made in the lives of people with mobility challenges, and we look forward to making a difference in the lives of many more for the next 25 years and beyond."

Since its inception, Freedom Concepts Inc. has led the adaptive tricycle industry in innovation and overall product quality. The typical build process starts with an in-person meeting with a Freedom Concepts Inc. representative or medical professional such as a physical or occupational therapist. This firsthand approach allows Freedom Concepts Inc. to properly assess the rider's specific needs, condition and level of mobility. Once this information is captured, a custom product is built around the information collected in the assessment.

Throughout the 25 years, Freedom Concepts Inc. has innovated 18 different adaptive tricycles for riders of all ages and abilities. Each model can be customized with special seating, foot plates, or head rests to make riding safe and comfortable for anyone who gets placed on a bike. Today, Freedom Concepts Inc. is known for its ability to take on custom builds or innovate something that doesn't exist yet. Any bike can be further customized and adjusted to the exact specifications and unique requirements of the rider, ensuring that each Freedom Concepts bike is a perfect fit.

Already an established brand name in the North American mobility market, Freedom Concepts Inc. did it again in the alternative seating market with the launch of Chill-Out Chairs in 2006. Freedom Concepts Inc. introduced the Rock'er and Roll'er Chill-Out Chairs, which can be found in schools, hospitals and therapy centers throughout Canada and the United States. The Chill-Out Chairs brand is considered to be a leader in the alternative seating industry, offering people with disabilities the benefit of normalcy, dignity and comfort.

Freedom Concepts Inc. continues to innovate new products and expand its worldwide reach, with its main manufacturing office in Winnipeg, Manitoba, Canada and several key distributors in place in Canada, United States, Australia, Ireland and the U.K. The company aims to increase its worldwide expansion and align itself around its tagline and mission - **Creating a Cycle of Mobility** – The cycle of mobility — it's more than a tagline. It's the idea that every one of us at Freedom Concepts is dedicated to. Creating handcrafted products with pride, quality, and ingenuity, with the goal of providing therapy, recreation, fun, and most of all, freedom.

*Freedom Concepts Inc. has been imagining, designing, and building a full line of adaptive bicycles, alternative seating, and mobility devices for over twenty years. [www.freedomconcepts.com](http://www.freedomconcepts.com)*

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