**FREEDOM CONCEPTS PARTNERS WITH ADIDAS TO BUILD CUSTOM BIKE FOR TEENAGE GIRL WITH TRAUMATIC BRAIN INJURY**

**FOR IMMEDIATE RELEASE:**

**WINNIPEG, MANITOBA, APRIL 5, 2018 –** Freedom Concepts and Adidas worked together to build a custom adaptive bike for a 17-year old girl in Michigan, named Kacie Williams. The process began when Freedom Concepts connected with Crawl Walk Jump Run Therapy Clinic in Clinton Township, MI. Kacie was introduced to Freedom Concepts and evaluated for a customized therapy tricycle. When asked “what her dream bike would be?” she responded with “Adidas” because it’s her favorite brand.

Freedom Concepts reached out to Adidas to share Kacie’s story and Adidas responded by offering to fund Kacie’s bike. From here, Freedom Concepts started the building process where the frame was custom-welded, painted black, assembled and accessorized for Kacie’s unique measurements. The bike was then shipped down to Adidas headquarters in Portland, Oregon, where the Adidas design team customized the look of the bike with Adidas decals, nameplates and embroidery – all while keeping this a surprise for Kacie.

Kacie’s bike was then shipped to Crawl Walk Jump Run Therapy Clinic where the bike was presented. Kacie was greeted with a standing ovation at the facility to a room full of therapists and family members along with her new Adidas bike in the centre of the room.

“I'm really thankful and grateful for the whole team putting this together for Kacie," said Kacie’s mother, Claudette, who was at the presentation. "Kacie has inspired me so much - I just love my daughter so much.”

When Kacie was just 5 years old she was involved in a car accident that left her fighting for her life. She was comatose from a head injury followed by a stroke from the accident and from this moment on would be visiting physical therapy centres for the rest of her life.

Throughout her journey, Kacie has truly been an inspiration for members of her community, family and friends. “Positive attitude,” Kacie said. “Don’t let anything stop you from doing you – just keep being yourself and doing what you do.” Now Kacie can truly be herself on her new Adidas bike.

***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*

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