



Treat AccessiblyTM

A plan to help Halloween happen in Mississauga in 2020, for *all children*.

An inclusive, COVID-friendly way for all families to celebrate Halloween.

2020's ultimate Halloween decor.

A FREE lawn sign and tips that says Trick-or-Treating at your home will be accessible and COVID-safer this coming Halloween to your neighbourhood.

Making Mississauga homeowners champions of kids and leaders in the neighbourhood.



The Padulo Family.
Founders of Treat Accessibly

What we know. COVID can create positive change too.

Treat Accessibly is an established grass-roots national movement that already has the support of Ontario and municipal governments for the 2020 program.

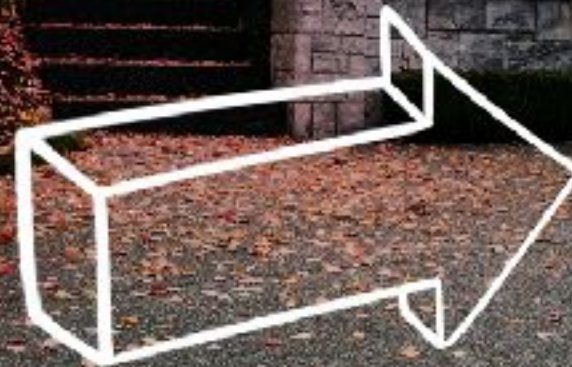
**In 2020, Halloween needs a
COVID-recovery plan.**

Treat Accessibly's way will be the safer way, for everybody, this Halloween and establish a relationship to grow accessibility for years.

[Watch CTV 2019 Segment for how it works](#)

A curb-side trick-or-treating program.

5.1



2020 Provincial and Municipal Support Samples.



"Our government's top priority is to keep Ontario families safe and healthy. We support Treat Accessibly's goal that all families should have a safe solution for Halloween 2020."

-Honourable Raymond Cho, Ontario Minister for Seniors and Accessibility.



"Very pleased to hear about the Treat Accessibly program. I am looking forward to promoting it in Brampton in October. It is great to see the corporate support from Home Depot and RE/MAX"

- Mayor Patrick Brown, City of Brampton

"Oshawa was proud to support Treat Accessibly in 2019 and the goals of inclusive and safe trick-or-treating. We received great feedback from the community and we look forward to participating again this year!"

- Mayor Dan Carter, City of Oshawa



How we help.

People love taking part in this movement. To speed adoption and increase accessibility awareness our job is to help them hear about and make it easy to participate.

MAKING IT EASY:

Homeowners can pick up a FREE lawn sign at their local Home Depots. From their local participating RE/MAX agent or go to www.TreatAccessibly.com and print their own.

www.TreatAccessibly.com also gives a series of tips for homeowners and parents trick-or-treating on how to make their home accessible and COVID-recovery safer with our curb-side tips.

HEARING ABOUT IT:

Treat Accessibly will be speaking to local governments across the country and asking that the city and mayors champion the movement. Mayors and Ministers have already agreed to create videos about the program and share their support.



If your community feels it safe. We have the 2020 Curb-Side Halloween Plan in Place

We want to make Halloween, in Canada, the world's first accessible holiday tradition and set a precedent to follow globally for all traditions.

If local government feels it is safe, come Halloween 2020, their support creating awareness for Treat Accessibly will create change.



**COVID makes us more
relevant to everyone now.**

**Our accessible idea.
Curb-side
trick-or-treating.
Takes on *new* meaning.**



**Championing
accessibility.**
**Can now help
*all kids be COVID-safer.***
This Halloween.



The accessible way.
Becomes the safer way for
all kids this Halloween.



**Parents don't want to
cancel Halloween.
But they want a plan.**

5. Do you hope kids get to celebrate Hallowe'en this year in some way?



Answered: 83

Skipped: 0

Yes, we are hoping we can celebrate it as usual.	34.94%	29
Yes, but we will celebrate differently this year.	53.01%	44
Yes, but don't think it will happen at all.	12.06%	10
No, without the trick-or-treating happening as usual, we will cancel it all together.	0%	0



A Plan For A Happy Halloween For Everybody!

Rich Padulo
Founder, Treat Accessibly

2019 earned media summary follows

EARNED MEDIA COVERAGE 2019

for the Treat Accessibly Lawn Sign and
Retail Pick-Up Story

OUR PRESS | SOCIAL COVERAGE

32 Million

News Segment
Impressions

98

News
Segments

7 Million*

Social Organic
Impressions

1,866

Social Organic
Shares

GOVERNMENT | INSTITUTION SUPPORT

15

1 PROVINCIAL PRIMERE
6 MINISTERS
3 MAYORS
5 CITIES

20+

Accessibility Focused-
Institutions at the
National, Regional and
Grass-roots level.

5.1

2019 AWARENESS & IMPACT SUMMARY



**ACCESSIBLE
TRICK OR TREATING™**

How to: treataccessibly.com

Donated by your local RE/MAX agent.



*Does not include huge Lawn Sign
Visibility/Impressions in store or on
home's lawn*

*Does not include positive associated
Brand Engagement at retail or social*

2019 Government results overview (Ontario-focused)

- A. Premier of Ontario posted about program
- B. 4 Ontario Ministers self-produced video about program and shared with all sitting MPPs across Ontario
- C. 3 Mayors posted about program (Toronto, Hamilton, St. Catharines)
- D. Oshawa beta-tested a volunteer program to promote signs in a Home Depot store.
- E. 5 Cities actively supported program at non-partisan level (Toronto, Oshawa, London, Hamilton, St. Catharines)



UNIQUE SUCCESS:

Every government office engaged, in 2019, by Treat Accessibly pledged support and shared it.

2019 Non-profits results overview

A. 20 Accessible Non-Profits and Action Groups socially shared the program.

2020 National Updates:

B. Easter Seals, Variety The Children's Charity and The Rick Hansen Foundation have all pledged support for 2020 Treat Accessibly awareness.



2020 Support and Awareness Partners:



2019 Ontario Municipal Champions



In 2020, we believe, based on 2020 Ontario Government support precedent and last year's Government relation practices we can engage every major city mayor in Canada.

