



Media Guidelines

iCan Shine is a 510(c)(3) non-profit organization established in 2007. We collaborate with local organizations and individuals, our program 'hosts', to conduct over 100 5-day iCan programs in 35 US states and 4 Canadian provinces serving nearly 3,000 people with disabilities each year.

Summary of iCan Programs:

iCan Bike

Our flagship iCan Bike program teaches individuals age 8 and older to ride a conventional two-wheel bicycle. Approximately 80% are riding independently by the end of the week and all progress toward independence.

iCan Swim

Our swim program focuses on helping each participant age 3 and older work toward their individual aquatic goals. We work on learning new swim skills, improving existing skills with a daily emphasis on life-saving water safety skills in and around aquatic environments.

iCan Dance

Dancers and volunteers learn a fun, choreographed dance routine during the week. Each 'team' of dancer and volunteer creates a signature dance move adding their unique style to the routine. The program culminates in an on-stage performance on Friday for families, friends and the community.

While we are excited for your assistance in helping to spread the word about our programs, we want to make you aware of the following guidelines that we respectfully ask all media to follow. As you take pictures, record audio and video footage, plan, write and otherwise assemble your media piece please note that:

- Our Local Host - The organization or individual partnering with iCan Shine has worked many hours to bring our program into your community. They are more than happy to discuss their efforts and connect you with parents, caregivers or family members of swimmers for you to talk with.
- Location is Everything - While our staff will do their best to accommodate you and your needs, there will be a lot of activity in the pool area and there may be certain spots that are not safe to place media equipment and/or personnel. Please consult with our staff for guidance on identifying the safest set-up locations in and around the pool area.
- Time is Precious – You are welcome to speak with our swimmers with permission from their parent, but please keep in mind their time in the pool is vital to their success. The best time is prior to their swim session or immediately after.
- Person-First Language Please - We promote 'person-first' language meaning when speaking or writing about our participants please note that it's appropriate and respectful to put the person before the disability. Also, refrain from stating that people are 'suffering' from a disability or 'wheelchair-bound'. For example:
 - *Less Appropriate:* Disabled children, Autistic boy, Down syndrome girl, children suffering from Cerebral Palsy
 - *More Appropriate:* Children with disabilities, boy with autism, girl with Down syndrome, children with Cerebral Palsy, person using a wheelchair
- Please feel free to utilize any of the photographs that appear on our website and Facebook page without the need for obtaining our consent.

Thank you for covering iCan Shine and sharing with your community at large. We appreciate you showing people with disabilities in a positive way by highlighting their ability to accomplish challenges and be their very best.

Shine on!