



iCan Bike Media Guidelines

iCan Shine is a 510(c)(3) non-profit organization established in 2007 that teaches individuals with disabilities to ride a conventional two-wheel bicycle through its five-day iCan Bike program.

Snapshot of iCan Shine

- Over 100 five-day iCan Bike camps annually in 32 states in the U.S. and across Canada
- 90% of bike camps occur in the summer months
- 3,000 people with disabilities learn to ride a conventional two-wheel bike annually
- Uses custom designed adapted bike equipment
- Each camp participant attends camp for 75-minutes each day for five consecutive days
- Each camp participant is supported by the same two volunteers each day at camp
- Recently introduced an iCan Swim program for people with disabilities

Although 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:

- **Picture This** - Video and photography should be focused on riders, volunteers and other individuals involved with camp as opposed to the bike equipment. Such adapted equipment does not belong to iCan Shine and is proprietary. We are contractually prohibited from allowing close-up photos of the adapted bike equipment, especially the back wheel roller mechanism. Please respect this request.

Also, please feel free to utilize any of the photographs that appear on our website and Facebook page without the need for obtaining our consent.

- **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 riding 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 riding area.
- **Time is Precious** – You're welcome to talk with riders, with permission from parents, but please keep in mind their time on their bike is vital to their success. They attend camp for only 75-minutes each day for 5 days. Please keep the dialogue brief. Please consult with iCan Shine staff to ascertain the best time to talk to riders. Often it's the 20-minute transition period between sessions that's most beneficial and least disruptive for everyone.
- **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. 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