



MAGIC WHEELCHAIR

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Date:

MAGIC WHEELCHAIR COSTUME REVEAL

Magic Wheelchair is a nonprofit organization that builds epic costumes for kids and young adults with disabilities. They partner with the Stan Winston School of Character Arts to train builders, and bring together incredible and unlikely volunteers, anywhere from local comic book conventions to the special effects industry.

The organization is partnering with The Maker Effect Foundation, Makers Hollow, and ATMakers to create a Transformers-themed wheelchair costume for 16-year-old Alex Philo of Rockledge, FL. Alex's wheelchair will be transformed into a yellow Bumblebee car, complete with interactive lights and sounds. The reveal will be a part of the second annual ATIA Maker Day at the Assistive Technology Industry Association Conference in Orlando.

The costume reveal will be the first time Alex and his family will see his wheelchair transformation. A Magic Wheelchair reveal takes 10-15 minutes and is a powerful experience for everyone involved.

Event Details

Magic Wheelchair Costume Reveal

Date: February 2, 2018

Time: 10:30am

Location: Caribe Royale Orlando, 8101 World Center Dr, Orlando, FL 32821

About the recipient: <https://give.classy.org/magic-alex>

Visuals & Interviews

- Volunteers setting up wheelchair costume
- Reactions to the Magic Wheelchair surprise.
- Close ups of wheelchair costume details and electronics
- Kiddo being fitting into the Magic Wheelchair.
- Interview with family.
- Interview with Magic Wheelchair representative.
- Interviews with builders

ABOUT THE MAKER EFFECT FOUNDATION

The Maker Effect Foundation exists to activate and amplify the efforts of makers as they learn, build and work together in their communities. Their efforts include research, education outreach, publication, community organization, event production, and startup advisement. The foundation's community organization and startup efforts are focused on Central Florida, however our research and publication efforts are not limited in scope. The Maker Effect Foundation is a 501(c)(3) public charity.

For high-resolution photos, logos and more, please visit the following Dropbox link:

<http://www.themakereffect.org/press-kit>.

ABOUT ATMAKERS

ATMakers.org introduces Makers and Assistive Technology (AT) users and give these two communities the tools they need to collaborate.

AT users and those who support them desperately need engineers and technologists to help them with everyday tasks. High School STEM and Robotics students, hobbyists & DIY electronics enthusiasts have the skills necessary to create innovative solutions today. It is our mission to connect them.

ABOUT MAKERS HOLLOW

Makers Hollow is a professional co-working space for artists, fabricators and makers. Makers Hollow welcomes projects of any scale as well as creative events and workshops at its historic facility in Winter Garden, FL. To see the creativity happening at Makers Hollow, follow @makershollow on Instagram.

ABOUT MAGIC WHEELCHAIR

Ryan and Lana Weimer, the founders of Magic Wheelchair, have five children, three of whom were born with Spinal Muscular Atrophy, which requires the use of wheelchairs for the entirety of their lives.

Each Halloween, Ryan made the biggest, "baddest" costumes he could for his sons, Keaton and Bryce. Once news of these costumes spread, Ryan began receiving requests from parents around the world asking if he would transform their kids' wheelchairs into "magic". In 2015, Ryan and Lana decided to make that happen and started Magic Wheelchair, the non-profit organization that seeks to put a smile on the face of every child in a wheelchair.

Parents submit requests on behalf of their children on the organization's website. Because some of the kiddos have life-threatening illnesses, it is the goal of Magic Wheelchair to fulfill every single request as soon as possible.

Magic Wheelchair provides each volunteer builder with all necessary building materials and resources. The organization relies on donations made by the community surrounding each child. To date, Magic Wheelchair has built costumes for over 150 families nationwide.

To learn more about the organization, visit: www.magicwheelchair.org

Follow Magic Wheelchair on all platforms, using @magicwheelchair, or find the magic on Facebook (<https://www.facebook.com/magicwheelchair>), Instagram (<https://www.instagram.com/magicwheelchair>) and Twitter (<https://twitter.com/MagicWheelchair>).

Magic Wheelchair is a 501 c. 3

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