

Sample messaging for Barrier Buster Project websites, newsletters, and social media

RHF Access4All website www.rickhansen.com/access4all

Be sure to tag the Rick Hansen Foundation at @RickHansenFdn and the Government of Canada's Canada's 150th Anniversary of Confederation at @Canada150th.

SAMPLE WEBSITE COPY

In September 2016, the Rick Hansen Foundation, with support from the Government of Canada, launched its **Access4All Canada 150 Signature Initiative** to celebrate Canada's 150th birthday and the 30th anniversary of Rick Hansen's Man in Motion World Tour.

Access4All's goal is to inspire and empower youth and community leaders across the country to create a more inclusive and accessible Canada by awarding "Barrier Buster" grants to schools and community groups across the country to help break down barriers in public spaces.

We're pleased to announce that we've been awarded a Barrier Buster grant to improve the physical accessibility of _____!

Work on our Barrier Buster Project will begin on _____ and we're really excited to improve the accessibility of _____ and make it an inclusive place for all. Check back here or at www.rickhansen.com/access4all for progress updates and photos of our project, and for news on our community awareness event to celebrate its impact.

Want to help with our Barrier Buster Project? Please contact _____ at _____.

SAMPLE NEWSLETTER COPY

In September 2016, the Rick Hansen Foundation, with support from the Government of Canada, launched an [Access4All Canada 150 Signature Initiative](#) to celebrate Canada's 150th birthday, and the 30th anniversary of Rick Hansen's Man In Motion World Tour.

Access4all will inspire and empower youth and community leaders across the country to create a more inclusive and accessible Canada by awarding "Barrier Buster" grants to schools and community groups from coast to coast to improve accessibility in public places and spaces.

We're pleased to announce that we've been awarded a Barrier Buster grant to improve the physical accessibility of _____! We'll start work on our Barrier Buster Project on _____ and we're really excited to improve the accessibility of _____ and make it an inclusive place for all our **students/members!**

You can follow along with our project's progress on our website at _____ or www.rickhansen.com/access4all for more information about our project's progress and community awareness building event to celebrate our accomplishment and it's impact.

If you want to be involved with our Barrier Buster Project, please contact _____ at _____.

SAMPLE SOCIAL MEDIA MESSAGING

FACEBOOK

In September 2016, the Rick Hansen Foundation, with support from the Government of Canada, launched its Access4All Canada 150 Signature Initiative to celebrate Canada's 150th birthday and the 30th anniversary of Rick Hansen's Man In Motion World Tour.

Access4All will help Canadians across the country create a more inclusive and accessible Canada by awarding "Barrier Buster" grants to schools and community groups to improve accessibility in public places and spaces.

We're excited to announce that we've been selected as one of the recipients of a Barrier Buster grant to improve the physical accessibility of _____! Work on our space will start work on _____ and invite you to follow along with our project's progress here on our Facebook page.

If you want to help with our Barrier Buster Project, please contact _____ at _____.

**INCLUDE PHOTO OF SPACE TO BE RENOVATED WITH STUDENTS OR WITH BARRIER BUSTER PROJECT COMMITTEE.*

TWITTER

Excited to receive a Barrier Buster grant from @RickHansenFdn to improve accessibility at our **school/community centre/theatre**! #Access4All

Thrilled to announce our Barrier Buster grant from @RickHansenFdn will increase accessibility at our local **school/community centre/theatre**! #Access4All

Working hard breaking down barriers with our grant from @RickHansenFdn! #Access4All *(Include photo of students or volunteers working on BB project)*

We're busting barriers! Check out our students improving accessibility at **Name of School**! #Access4All *(Include photo of students working on project)*



Take a look at our new and improved **community centre**! So happy to now be able to provide #Access4All! *(Include photo of finished accessible space)*

Thank you @RickHansenFdn and @Canada150th for helping us make our local **school/community centre/theatre** accessible to all! *(Include photo of accessible space)*