

For Immediate Release

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Media Contact:

Elizabeth Bell

914-747-3070 X336 | 800-832-8697

Elizabeth@enablingdevices.com

Enabling Devices Launches New Website

State-of-the-art website and online catalog makes shopping easy and customer-friendly

Enabling Devices (formerly Toys for Special Children) is pleased to announce the launch of a new state-of-the-art website and online catalog. The re-designed, mobile-friendly site is accessible, easy to navigate, and features larger, sharper, multifaceted images of products. The new enablingdevices.com is also chock full of resources and multimedia product information and offers consumers a streamlined approach to selecting and ordering products.

Since 1978, Enabling Devices has been creating and adapting toys, tools, devices and assistive technology for children, teens and adults with a variety of disabilities. From the beginning, the company's primary mission was meeting the needs of its customers and developing products that enrich their lives. Personalized customer service is emblematic of the company's people-centered approach and Enabling Device's new website was designed with people in mind.

"In creating our new website, we wanted to feature the people we serve by profiling some of our customers," says Enabling Devices CEO Seth Kanor. "I wanted the website to show how our products make it possible for people with disabilities to reach their highest potential."

enablingdevices.com features clear yet concise product descriptions and online instructional videos that help consumers understand how products work and how they support skill development and learning. Downloadable activity charts and product tips help users to get the most out of the products they buy.

Product comparison charts (also downloadable) help customers identify the products that best meet their needs while online skills charts match products with users based on the skills they seek to develop.

Additionally, enablingdevices.com includes a blog with news and information of interest to members of the disability community, regularly updated lists of the best apps for switch users and people on the autism spectrum, and guidance for creating a sensory space in a home, classroom or office.

"It's important that we stay close to the people and practitioners who use our products," says Kanor. "We visit clinics and consult with the therapists who work with people with disabilities so that we can continually improve our products. As always, we welcome customers' calls and comments, and whenever possible, are happy to provide personalized solutions. With the right tools, people with disabilities are doing great things and finding great joy in their lives. Our mission is to increase their joy as much as possible."

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