

April 24, 2020

Saint John, New Brunswick

For immediate release:

**Sensory Friendly Solutions announces a change to assist communities in response to the COVID-19 outbreak.**

As more and more communities are affected by COVID-19, Sensory Friendly Solutions has adapted to help address the changing needs of communities, in particular for the most vulnerable members of our population, seniors and people with disabilities.

Sensory Friendly Solutions has begun gathering and sharing resources around some of the immediate and critical needs of these at-risk segments of our society. Pro-bono, we first created a listing directory of grocery stores with special shopping hours for seniors and people with disabilities. It is freely available to the public on our website:

<https://www.sensoryfriendly.net/>

Subsequently, we created free resources for stores to provide them with helpful information on serving seniors and people with disabilities. As the Coronavirus pandemic has progressed, and the needs of communities have altered, we have added other listing categories and more resources on our blog. Examples of listing categories are food delivery services, pharmacy, and health care product delivery services, and online health care services. These will help people get the information they need about available essential services.

This community-level information is increasingly critical for people to manage their daily lives. We have adjusted what we offer and will continue to develop and customize the resources we gather and share to support the health and well-being needs of communities in day-to-day living during the pandemic and post-pandemic.

If businesses are offering specialized services to vulnerable segments of our population, we encourage them to add their information to our centralized listing directory at <https://www.sensoryfriendly.net> or contact us directly with the information.

Anyone can submit a listing to be added, and submissions from individuals and communities are essential to add to what we find ourselves. We are delighted that New Brunswick Community College students in the Information Technology Program, in New Brunswick, Canada, have volunteered their time to also help build our listing directory.

The more information we make available, the more we will be able to ensure the most vulnerable amongst us have access to the services they need during this crisis. We're all in this together.

**About sensory friendly solutions:**

Sensory Friendly Solutions was founded in 2016 by Chief Executive Officer Christel Seeberger. Previously, Christel worked as an occupational therapist for over 25 years. She helped people with underlying disabilities and an ever-increasing number who experienced sensory overload in daily life. Moreover, Christel has sensory sensitivity herself; she developed adult-onset hearing loss and now wears hearing aids and uses assistive devices. In an increasingly busy, noisy, bright world, Christel felt she had to help solve the problem of sensory sensitivity and sensory overload in a different way. Thus, Sensory Friendly Solutions was born.

Sensory Friendly Solutions gathers, analyzes, and distributes sensory-friendly data, news, and information. With our Sensory Friendly Finder, we offer a searchable directory of sensory-friendly experiences, events, places, products, and services.

**MEDIA CONTACT:**

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