

MEDIA RELEASE

OCTOBER 2019

## THE REJECT SHOP LAUNCH WHEELCHAIR-INCLUSIVE COSTUMES FOR HALLOWEEN



Australian retailer The Reject Shop has launched a range of wheelchair-inclusive Halloween costumes for children, part of a mission to become more inclusive and allow children of all abilities to be a part of special occasions.

Partnering with national charity HeartKids, the range features two costumes that fit over a child's wheelchair, and easily attach to it with velcro. With the puff of a magic wand, one of the costumes transforms the chair into a gorgeous princess carriage, while an 'Ahoy Captain' will see the other transform into a pirate ship. As every wheelchair is different, multiple velcro pieces are included with each costume to ensure that it fits.

"The Reject Shop has long been known as the place for affordable Halloween costumes, but we wanted to ensure that all children were able to join in the fun of Halloween celebrations," says The Reject Shop's Acting Chief Executive Officer, Dani Aquilina.

"Our wheelchair-inclusive range is the first step in ensuring that inclusion and diversity are inherent in our organisation. We're excited to introduce the range to parents and children this October, as part of our broader strategy to help more families live on a budget."

For the launch, The Reject Shop is collaborating with their charity partner, HeartKids, who is dedicated to working with children with congenital heart disease, who often find themselves in wheelchairs post-surgery and throughout their recovery stage.

-more-

“We’re thrilled to partner with The Reject Shop on such an important initiative,” says Rob Lutter, CEO of HeartKids. “These costumes will allow wheel-chair bound children a much needed distraction from their time in hospital, and the chance to simply be kids again and enjoy Halloween celebrations.”

Along with The Reject Shop’s full range of kid’s costumes, the Halloween wheelchair range will be available in selected stores nationally, just in time for Halloween. Retailing for \$49 each, it’s hoped that the range will make children in wheelchairs feel every bit a part of the Halloween celebrations.

Further information on the range can be found at [www.rejectshop.com.au](http://www.rejectshop.com.au)

\*\*\*\*\*

**For media enquiries, please contact:  
Tamara Jenkins, Esencia Communications  
M: 0400 525 996  
E: [tamara@esenciacomunications.com.au](mailto:tamara@esenciacomunications.com.au)**