



PRESS RELEASE - For Immediate Release

CITYFOLK PARTNERS WITH WHIMBLE AND SETS A NEW STANDARD FOR ACCESSIBILITY SERVICES AT CANADIAN MUSIC FESTIVALS

This groundbreaking initiative ensures that all attendees with physical disabilities have access to on-site personal care assistance.

Ottawa, September 5, 2023: [Whimble Care Inc.](#) ("Whimble"), a community-based solution that enables people with physical disabilities and caregivers to connect on demand, is thrilled to announce that it will be offering personal care attendant services on-site at [CityFolk](#) between September 13 and 17, 2023. Following Whimble's first-of-its-kind partnership with [RBC Bluesfest](#) in July 2023, this upcoming collaboration with CityFolk highlights progress made in setting a new standard for accessibility at Canadian music festivals.

With Whimble, any CityFolk patrons who have physical disabilities and require assistance with their activities of daily living (including but not limited to bathroom breaks, eating, or drinking) will have access to experienced caregivers at no additional cost.

"Whimble is a great addition to CityFolk, ensuring that patrons with disabilities can access the site and its facilities on demand," said Bob Brown, a long-time festival volunteer and attendant services user. "Easy access to attendants can make events more enjoyable, so people with disabilities don't have to worry about managing their personal care needs ahead of time."

About Whimble:

Whimble is an Ottawa-based caretech startup whose marketplace platform connects people with physical disabilities with experienced caregivers for on-demand personal care assistance. To join Whimble's community-based platform and access or provide last minute personal care assistance, visit www.whimble.ca.

About CityFolk:

CityFolk is a multi-day music festival that showcases a wide range of musical genres, including country, bluegrass, hip-hop, rock, and alternative music. With performances on various stages, this event on the Great Lawn at Lansdowne Park is a must-attend for music enthusiasts.

For more information please contact:

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