



PRESS RELEASE - For Immediate Release

RBC BLUESFEST PARTNERS WITH WHIMBLE TO TAKE MUSIC FESTIVAL ACCESSIBILITY TO NEW LEVEL

First-of-its-kind collaboration will see on-site personal care support services available for patrons with physical disabilities

Ottawa, June 20, 2023: [Whimble Care Inc](#) (“Whimble”), a community-based app that enables people with physical disabilities and caregivers to connect on demand, is proud to announce that it will be offering personal care attendant services on-site at [RBC Bluesfest](#) between July 6 and 16, 2023. This first-of-its-kind collaboration in Ottawa’s music festival history sets a new accessibility precedent for Canadians with physical disabilities who rely on personal care assistance.

Using Whimble’s network, anyone attending RBC Bluesfest who has a physical disability and requires assistance with activities of daily living (such as bathroom breaks, eating or drinking), will have access to experienced caregivers at no additional charge.

“Whimble was founded on the premise that people with physical disabilities should be able to live life on their own terms, without having to worry about how and when they can access personal care assistance,” says Emma Brown, founder of Whimble. “We are thrilled to partner with Ottawa’s RBC Bluesfest, whose like-minded values recognize the importance of building a truly inclusive experience for all festival-goers this summer.”

“We’re very pleased to have Whimble on board to offer personal care to our festival fans with physical disabilities,” says RBC Bluesfest executive director Mark Monahan. “This is something we take seriously in terms of customer satisfaction. It is important to us that the overall festival experience is memorable and hassle-free for all our patrons.”

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 RBC Bluesfest:

Ranked by Billboard Magazine as one of the top-10 most successful music festivals in the world, RBC Bluesfest is a multi-staged music extravaganza that features blues, R&B, gospel, world, rock, pop, and more. Some of the biggest names in the music business come from around the world to perform annually, in downtown Ottawa. The site is licensed and offers

great food.

For more information please contact:

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