



SENSORY FRIENDLY SMALL BUSINESS SATURDAY

This year we'd like to make holiday shopping a little easier for individuals and families of those with various challenges who want to have the same experiences as a "typical" family. These families and individuals want to be part of the community and contribute to society, just like everyone else. Through minor adjustments to your environment, you can make holiday shopping that much easier!

This Small Business Saturday (Nov. 30th) we ask that you please set aside at least one-hour for Sensory Friendly shopping.

Ways you can make your business Sensory Friendly



lighting

- Where possible, use dimmers on overhead/fluorescent lights
- Use lamps or ambient lighting where possible
- Avoid flash/strobe effect lights/signs
- Avoid tv/video



Sound

- Turn down/off overhead/ambient music
- Refrain from overhead/PA announcements where possible
- Avoid tv/video



Smell

- Avoid Candles/perfumes/strong scents where possible
- Use air purifiers to reduce lingering smells



Sight

- Keep aisles/walking areas clear and apparent
- Where possible, keep signage clear and free of 'extra decoration' and use clear fonts



Physical space

- Identify a space where someone can go to 'decompress'- somewhere quiet, with few/no distractions, preferably away from other customers.