



# GoToShop

Giving more families  
the freedom to shop

Family Freedom



# Transforming shopping trips for special needs families

The Firefly GoTo Shop is an adapted shopping cart suitable for younger children who require extra postural and head support. It features an open front for easy transfers, adjustable head and lateral support and a fully adjustable cushioned five-point harness with a maximum user weight of 35kg.



**“One of the nicest things is that we can now make spontaneous trips to the shop. I no longer have to plan methodically with my family and husband, I can just go. It’s made shopping fun, easy and enjoyable.”**

The unique features of the GoTo Shop mean the cart is suitable for children with a variety of needs, for example, ADHD, Autism Spectrum Disorders, Cerebral Palsy, Epilepsy, Genetic Conditions, Learning Difficulties, Sensory Disorders and many more.

It is our mission to have at least one GoTo Shop cart available in **#EverySupermarket** giving every family the freedom to shop wherever and whenever they need to.

**“85% of special needs parents find supermarket shopping with their child to be a challenge”**



**“91% of special needs parents would be willing to travel to an alternative store if they offered a more accessible shopping experience”**

## The GoTo Shop Story

The GoTo Shop came about in 2014 when Firefly began a collaboration with Cerebra, a UK-based charity striving to improve the lives of children with neurological conditions. Firefly and Cerebra’s aim was to develop a portable, lightweight seat that could fit into shopping trolleys, as a solution to a problem faced by so many special needs families; When a child with a disability outgrows the infant seat of a traditional shopping trolley, there is no safe or suitable alternative. This means that if families wish to shop together,

they are forced to push a wheelchair while struggling with a shopping cart.

When designing the Firefly GoTo Shop, there needed to be a solution that would provide suitable security and support for a variety of children and abilities but also be comfortable and easy to keep clean. The Firefly design team worked closely with parents, therapists and expert clinicians to create this wonderful product.

CEREBRA 



The GoTo Shop has since been transforming shopping trips for special needs families with over 3,500 now installed in most major supermarket chains in the UK and Ireland. It is now available to do the same across Europe and the USA.

## Benefits to the Retailer

The **GoTo Shop** will give children with special needs and their families the freedom to enjoy a great shopping experience together. Equally it provides a number of benefits to the retailer;

- ✓ **Make shopping easier and more inclusive** – Making your store more accessible creates a more convenient and enjoyable shopping experience for families.
- ✓ **Attract more shoppers** – Your store will become the automatic choice for local families whose child has additional needs.
- ✓ **Shoppers can stay longer** – Children are supported and happy, meaning families can shop for longer.
- ✓ **Promotion of your supermarket** – Families will share their experience with other special needs parents who will also be encouraged to visit your store.
- ✓ **Make a huge difference** – This one small gesture can make a big impact with the entire special needs community and, in turn, create PR opportunities for your store.

## Features of the GoToShop

- 1 Wipe Clean
- 2 Adjustable headrest
- 3 Adjustable laterals
- 4 Comfortable & cool
- 5 Easy transfer in & out

### GoTo Shop Sizing Guide

Seat base to top of headrest	Max (mm/inches)	710/26.5
Seat base to top of headrest	Min (mm/inches)	540/24
Lateral support width	Max (mm/inches)	300/12
Lateral support width	Min (mm/inches)	210/8
Seat depth	(mm/inches)	540/24
Max Weight	(kg/lbs)	35/77
Age range	(approx)	3-8 years





## About Leckey

Established in 1983, Leckey is a globally recognised pioneer in the research, design and development of clinically focussed, postural support products for children with special needs. With over 30 years' experience, Leckey create practical solutions to meet the considerable daily challenges faced by some, because we believe that life for all should be about going, enjoying, participating and doing.



## About Firefly

At Firefly, everything we do is focused on Special Needs Family Participation. We want to create an inclusive world for everyone and are proud to be part of a movement that will enable more families to go shopping together.



@fireflybyleckey

[community@fireflyfriends.com](mailto:community@fireflyfriends.com)

[www.gotoshopcart.com](http://www.gotoshopcart.com)

