



Let's help
more families...

GoTo Shop

Our goal: 1 in #EverySupermarket

Transforming shopping trips for special needs families

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

The GoTo Shop has been transforming shopping trips for special needs families in the UK since 2014 and is now available for distribution in the US!

If you would like your local store to provide a GoTo Shop, join the campaign by downloading our campaign leaflet and handing it in or emailing it to your store manager.



GoTo Shop for retailers

When a child with a disability outgrows the traditional child/infant seat section of a shopping trolley there are no safe and suitable options in the retail store today therefore; families struggle to go shopping trying to push a wheelchair and a shopping trolley.

What are the benefits of providing a GoTo Shop Trolley in your store?

The GoTo Shop will provide kids with special needs, and their families a chance to enjoy a great shopping experience and be able to take part in everyday experiences.

Make shopping easier – it 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 have a disability.

Shoppers can stay longer – kids are supported and happy, meaning families can shop for longer.

Word of mouth – families will share their experience with other special needs families who could also use your facilities.

Make a huge difference – this one small gesture can make a big impact with the entire special needs community.

GoTo Shop Sizing Guide

Seat base to top of headrest Max (mm/inches)	Seat base to top of headrest Min (mm/inches)	Lateral support width Max (mm/inches)	Lateral support width Min (mm/inches)	Seat depth (mm/inches)	Max Weight (kg/lbs)	Age Range (approx)
710/26.5	540/24	300/12	210/8	320/15	35/77	3-8 years

The Story (it all began in 2014)



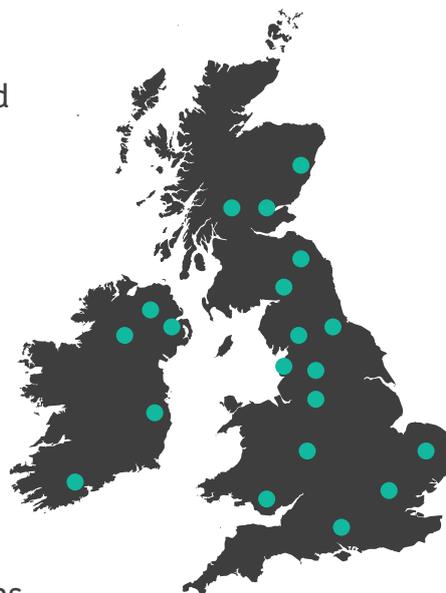
Firefly began a collaboration with Cerebra, a UK-based charity striving to improve the lives of children with neurological conditions. Firefly and Cerebra's aim was to develop a portable, lightweight seat that could fit into shopping trolleys, and after months of important development work, created the GoTo Seat.



When designing the GoTo Shop, we knew we needed a solution that would be suitable for a large variety of children and abilities. It needed to have adjustable head support, trunk support, a 5-point harness and an open front for easy transferring. It also had to be comfortable and easy to keep clean. Our team of designers and expert clinicians worked closely with parents, therapists and Wanzl to create this wonderful product.

Whilst this development work was taking place, Special Needs mom and Firefly blogger Stacie Lewis had a very negative experience with a leading supermarket in the UK. Stacie had enquired at her local store about the possibility of accessing a shopping trolley that would be suitable for her daughter, May. Unfortunately, Stacie did not receive an encouraging response from the store and the story was picked up by a national newspaper. A competitor of the supermarket noted this publicity and contacted Stacie to say they wanted to help.

They sought to work with her to demonstrate that all customers were welcome in their store and that they would do whatever they could to help. This was the perfect opportunity to introduce our GoTo Shop trolley to the market. Together with Stacie and our online Community we campaigned for the supermarket to trial the trolley. It was a great success and within months they had ordered hundreds of GoTo Shop trolleys for their stores across the UK and Ireland.



To enquire about the GoTo Shop, please contact: ian.latimer@fireflyfriends.com

But we didn't just stop there. Our Community is proactive, strong and influential -

we now have over 3000 GoTo Shop trolleys in the UK and Ireland in a number of supermarket chains.

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.

Our mission is to have **one in #EverySupermarket** and our next stop is the United States. Our hope is that all retailers will have our trolley in their store to enable everyone the opportunity to go shopping.



The shopping trolley is suitable for children with a variety of needs, for example:

ADHD, Autism Spectrum Disorders, Cerebral Palsy, Epilepsy, Genetic Conditions, Developmental Delays Learning Difficulties and Sensory Disorders.
Remember not every disability is visible!

Features and benefits of the GoTo Shop





For more information please visit:
www.community.fireflyfriends.com/campaigns/gotoshop
www.gotoshoptrrolley.com

 @fireflybyleckey
 @fireflybyleckey

Email: community@fireflyfriends.com