



100 John West Way  
Aurora, Ontario  
L4G 6J1  
(905) 727-3123  
aurora.ca

Town of Aurora  
**Memorandum**  
Corporate Services

---

**Re:** Treat Accessibly in Aurora

**To:** Accessibility Advisory Committee

**From:** Gregory Peri, Accessibility Advisor

**Date:** September 6, 2023

---

## Recommendation

1. That the memorandum regarding Treat Accessibly in Aurora be received; and
2. That the Accessibility Advisory Committee comments regarding Treat Accessibly in Aurora be received and referred to staff for consideration and further action as appropriate.

## Background

The Town of Aurora is looking to encourage residents to offer Accessible Trick-or-Treating options to their community, through an initiative called Treat Accessibly. This movement is aimed at fostering inclusive and accessible trick-or-treating experiences for children of all abilities during Halloween. Initiated by the Padulo Family in 2017, the initiative has since grown to encompass over 100,000 homes across Canada that proudly support accessible trick-or-treating, displaying the Treat Accessibly lawn sign as a symbol of their commitment.

The Treat Accessibly initiative encourages every household, irrespective of their residence type, to contribute to creating a more inclusive Halloween. By taking simple steps such as providing barrier-free access, creating a safe environment with sensory considerations, and understanding the diverse needs of trick-or-treaters, we can collectively ensure that children of all abilities have an enjoyable and memorable Halloween experience. By participating in this initiative, we signal our commitment to fostering a welcoming and accessible community that values the participation of every child.

## **Analysis**

The Town will be communicating this initiative to Council in September. A full communication plan will follow, including a media release, social media messages, and a webpage dedicated to this initiative. A sign-up list will be created where residents can enter their addresses and a map will be created for the community to see which houses are participating. The Town has secured 150 lawn signs and children books to date. Staff will be reaching out to local RE/MAX offices to provide additional signs.

The Town of Aurora's Haunted Forest has become a popular event to attend for people in the Town of Aurora and Greater Toronto Area. Being rated one of the top 100 Festivals and Events in Ontario, it would be powerful to use this popularity to promote Treat Accessibly. On Saturday, October 28, 2023, staff will be at this event to educate and promote this initiative. Signs will be available at Town Hall, Stronach Aurora Recreation Complex, and Aurora Family Leisure Complex (A.F.L.C.). On October 28, all remaining signs will be moved to the A.F.L.C. for the Haunted Forest activities. Additional signs can also be downloaded from the Town's website and should be erected one week in advance of Halloween to show the community of their participation.

## **Attachments**

1. Treat Accessibly 2023