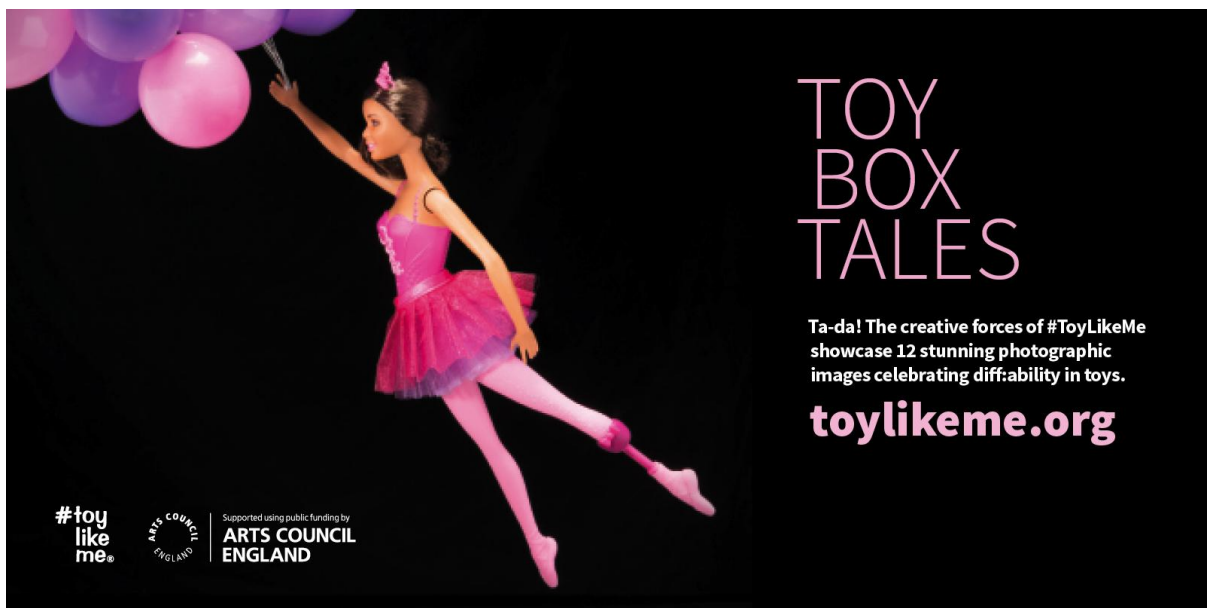


#toylikeme

PRESS RELEASE

Artists' Create Images To Change Children's

Perception of Diff:ability Forever



Ta-da! The creative forces of #ToyLikeMe are back, smashing up the playroom this Christmas with the launch of *Toy Box Tales*, an online exhibition of 12 stunning photographic images of mainstream toys customised to give them diff:abilities.

The creators of the collection hope to invigorate debate about HOW diff:abled children are represented in the mainstream.

150 million diff:abled children worldwide are culturally marginalised by the very industries which exist to entertain and educate them. They are almost invisible across children's industries. But this Christmas, the sparkle-filled winds of change

are sweeping through the toy box as the nimble-fingered modelling skills of #ToyLikeMe have created a doll-sized prosthetic leg, given Hulk a diabetic line, customised the cast of Frozen, and in homage to fashion model Winnie Harlow, present the world's first rollerblading doll with vitilgo!



Toy Box Tales has been made possible thanks to support from Arts Council England and aims to challenge perceptions, bust pervasive stereotypes and inspire change in the way that diff:ability is presented in the toy box and beyond.

"It's time diff:ability got a creative airing in design," says #ToyLikeMe founder and creative consultant Rebecca Atkinson. *"For too long diff:abled people have been portrayed as pity-inducing, negative and snooze-worthy. Toy wheelchairs are nearly always grey and found in hospital sets. What does that tell kids? We want to shake out the dust, chuck on the sparkles and play creatively and fearlessly with representations of diff:ability in childhood."*

The full collection of photographs is available to view at the Norfolk & Norwich University Hospital and online at toylikeme.org.

Note for editors –

- *'Toy Box Tales'* was created in collaboration by Journalist/Creative Consultant Rebecca Atkinson, Beth Moseley Photography, Model Maker/Illustrator Kate Read and Doll Artist Sioux Breen.
- The toys featured in the photograph are NOT available to buy. *'Toy Box Tales'* is a photographic exhibition only. #ToyLikeMe is not affiliated with any of the toy companies or characters featured in the series.
- The #ToyLikeMe 'toy box revolution' was first established in April 2015 by Rebecca Atkinson, to call on the global toy industry to positively represent 150 million diff:abled children worldwide and examine the way that disability is handled in creative children's industries.
- #ToyLikeMe has over 40k followers in 45 countries, and celebrity fans including Stephen Merchant, Julia Donaldson and Katie Piper.
- #ToyLikeMe launched petitions calling on Lego and Playmobil to include diff:ability representation and have received over 70k signatures to date.
- #ToyLikeMe has received global press, TV and radio coverage, including Fox, CNN, Sky, BBC, Guardian, Mail, Upworthy, Dystratify.

- Playmobil became the first global brand to back #ToyLikeMe and are working to produce a line of characters that positively represent diff:ability for release in 2017
- In 2016 #ToyLikeMe successfully crowd funded to create an online hub celebrating all things toy-ish and diff:abled. Toylikeme.org

For more information, press pack or further images visit –

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