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The Uncomplicated Family and Autism Canada enter into strategic partnership to support kids living with Autism Spectrum Disorder

The partnership will deliver clinician-led games, apps, and content that help improve quality of life to thousands of families across Canada

CALGARY, AB/TORONTO, ON | May 14, 2020 — The Uncomplicated Family™ (TUF), global leader in content, innovation, and serving kids and families living with disabilities, and Autism Canada, Canada’s foremost hub to support and advocate for people living with Autism Spectrum Disorder (ASD), announce their strategic partnership.

Together, TUF and Autism Canada will provide kids and families living with ASD access to clinician-curated games, apps, and content that are safe, fun, and contribute to healthy brain development.

“ASD affects 1 in 66 people living in Canada”, explains Barbara Patten, Executive Director of Autism Canada. “Families living with ASD not only need but deserve access to information, support, and resources that can help them achieve their quality of life goals and our partnership with TUF will help achieve that.”

The partnership between TUF and Autism Canada will see TUF provide access to therapeutic games, apps, and content and Autism Canada will help ensure that kids and families living with ASD can access it and feel confident about using it. TUF and Autism Canada will also collaborate on their advocacy efforts to ensure that governments, researchers, funders, and other potential partners recognize the value of digital health and wellness solutions and widespread access to them.

“Kids average seven hours a day of ‘screen time’ – more for kids with special needs,” explains Robyn Woods, Founder and CEO of TUF. “We know families are using ‘screen time’ to help improve quality of life, and this makes it absolutely critical they have access to games, apps, and content that are safe, fun, and, most of all, demonstrated to help with healthy brain development.”

Among the games, apps, and content that TUF and Autism Canada will offer to kids and families living with ASD are therapeutic games developed by leading medical researchers, such as Dino Island from the Department of Psychology at the University of Victoria. Therapeutic games, like Dino Island, are demonstrated to help kids with neurodevelopmental disabilities improve memory, attention, social skills, visual motor skills, and more.

In a joint statement celebrating the partnership Patten and Woods called their organizations’ collaboration, “A major milestone in bringing healthcare, wellness, education, and entertainment to the
lives of thousands of Canadian families – especially during Covid-19, when having access to support at home and confidence in digital health solutions are needed more than ever.”

About The Uncomplicated Family™
The Uncomplicated Family™ is transforming the delivery of healthcare by providing innovative technologies and compassionate clinical practice to improve the quality of life for individuals, families and communities. The Uncomplicated Family™ Corporate Group includes Kids Uncomplicated™ Inc. (Clinical and Family Support Services), Communities Uncomplicated™ Inc. (Software Development: Teleroo™ Technology) and Kids Digital Health (Gamified Apps).

Website: theuncomplicatedfamily.com
Twitter: @tuf_family
Facebook: @theuncomplicatedfamily
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About Autism Canada
The only Canadian organization with a national perspective on the issues currently facing those with Autism Spectrum Disorder (ASD), their families and other stakeholders. Autism Canada has been the hub of knowledge and understanding about ASD in Canada since 1976. Autism Canada is governed by a volunteer Board of Directors and affiliated with a Professional Advisors Committee, an ASD Advisors Committee and a Provincial and Territorial Network that span the entire country and work collaboratively to share best practices, build consensus and help inform public health policy.

Website: autismcanada.org
Twitter: @autismcanada
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