



THE CUSTOMER

# GIGI'S PLAYHOUSE

## Special Education Center

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Gigi's Playhouse in Rochester, New York is one of the organization's 37 Down syndrome achievement centers across the US. The Playhouse was created to be an inspirational and dedicated place for families to celebrate their child and benefit from free, purposeful programs that unleash joy, confidence and continuous improvement.

The Rochester center serves the needs of over 300 families, providing a range of comprehensive education, music and movement programs for children with Down syndrome of all ages.





## WHY BEAM?



*Gigi's Playhouse was looking to add an active experience to their center that would encourage movement and improve the childrens' level of fitness.*

Donna Rush is a Board Member and fundraiser for Gigi's Playhouse. Donna wanted give the Down syndrome children an exciting, unique activity that they would consider as a special "treat" to play.

She wanted to add an interactive product that would allow the kids to learn while they played. She was looking for an active experience that would encourage movement and improve the childrens' level of fitness.

And, not being tech savvy, she needed a product that was easy to install and setup, requiring no technical expertize to maintain.





Used for special events or as a special treat for the kids, BEAM generates great excitement every time the system is about to be switched on.





## THE RESULTS

The kids love to play the BEAM games, and the parents do too. "This is so much more fun than being on a boring treadmill!" said one parent.

Donna is delighted that the kids are getting up and moving, so their fitness is improving whilst they are having fun.



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Our visitors are blown away when they see BEAM in action. The interactive uniqueness of BEAM brings real entertainment and excitement, creating a “wow” effect that helps us to attract more families to Gigi's Playhouse.

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DONNA RUSH,  
Board Member & Volunteer at  
Gigi's Playhouse

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