

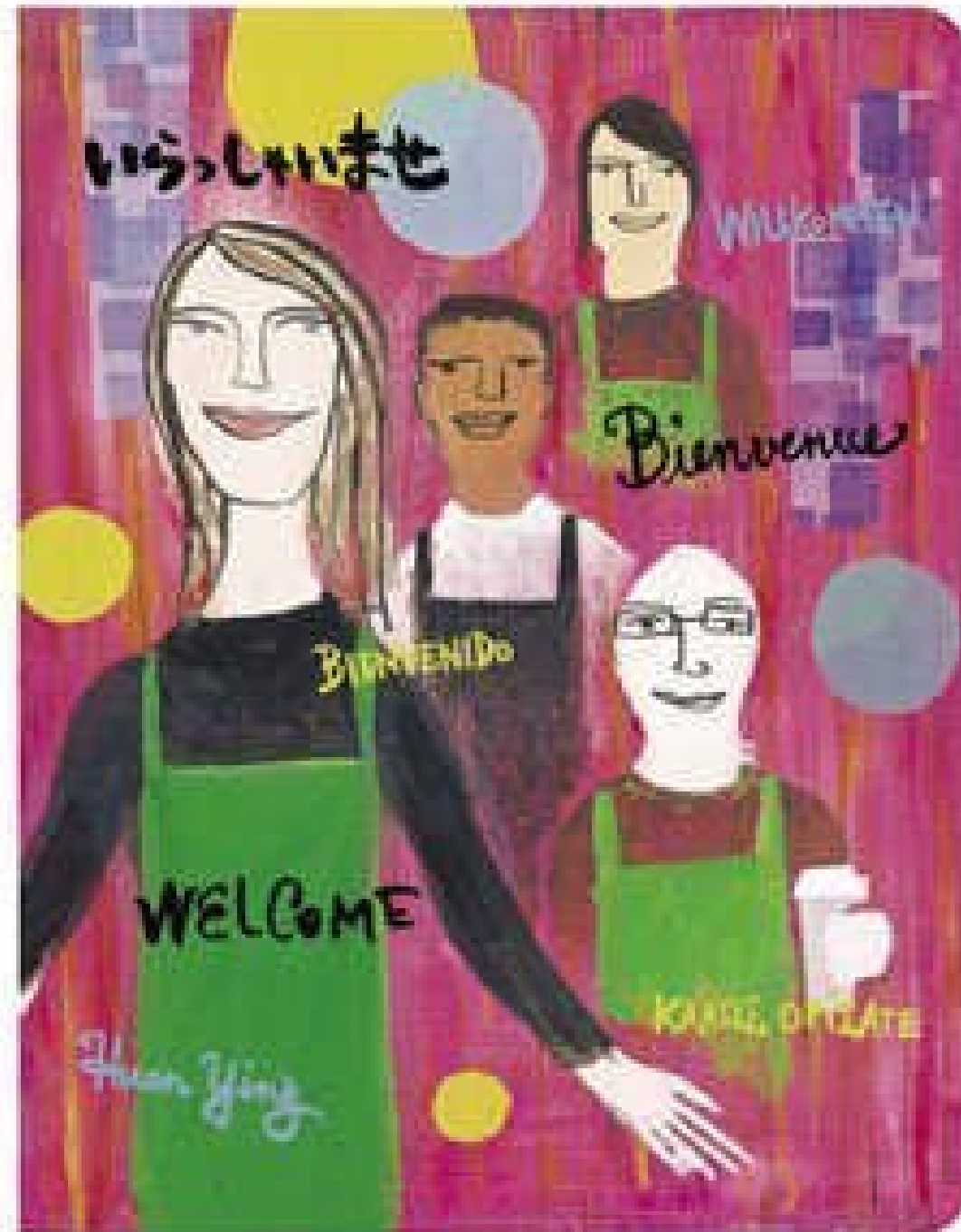
How would you navigate a website if you couldn't see the screen?

One option is to use Screen Reader software. This software transforms the screen from visual to audio mode. The software “reads out loud” what is showing on the screen.

Disability Etiquette Tips:

- * When greeting a person who is blind or partially sighted, it is helpful to identify yourself by name.
- * Relax. Don't be embarrassed if you happen to use common expressions like “See you later”.

Are you passionate about ensuring the Starbucks experience is available to everyone? Do you, your friend, or family member have a disability?
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Did you know that Deaf people have their own culture?

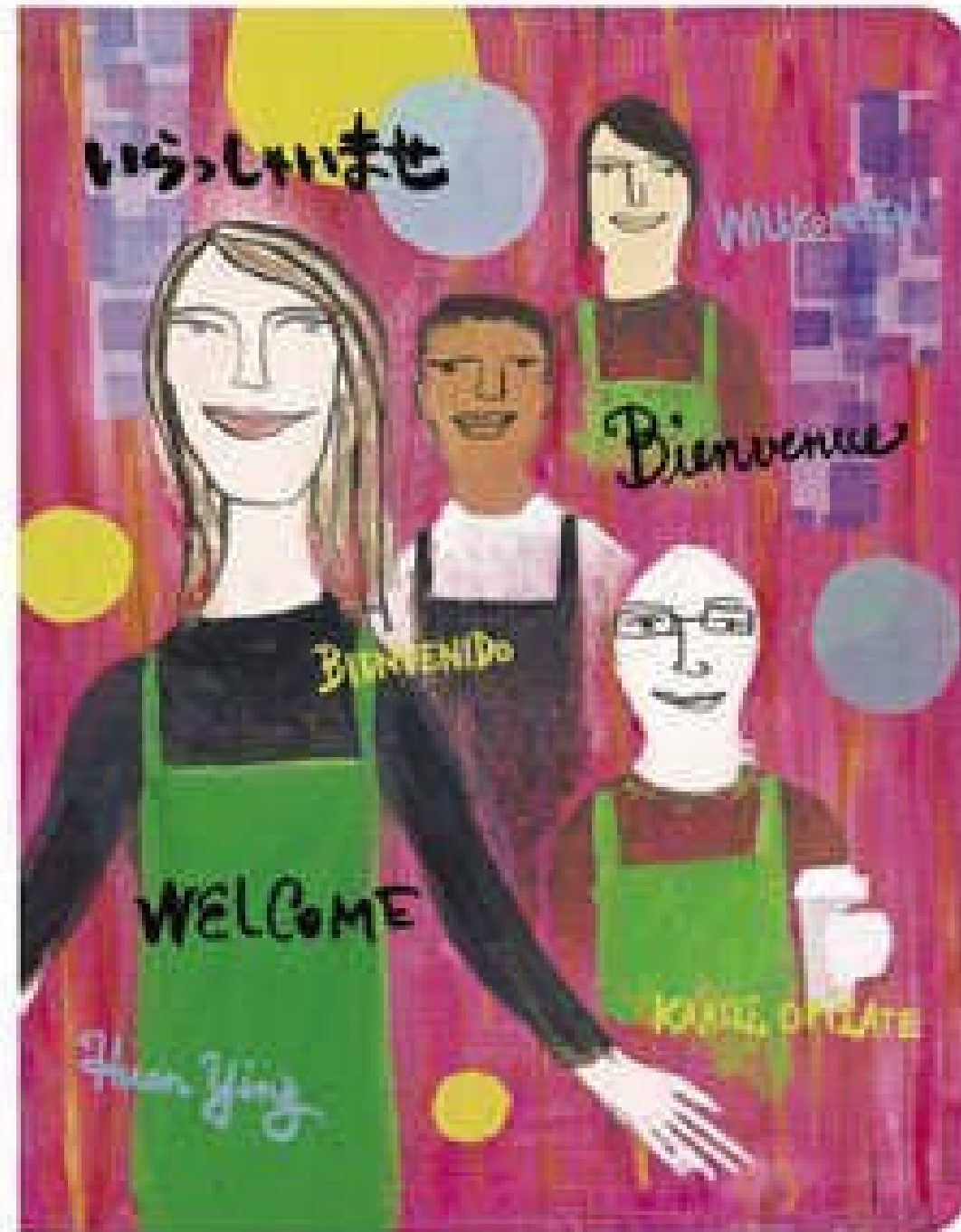
American Sign Language is the 3rd most used language in the United States.

Deaf people are proud of their rich culture and identify as a cultural minority rather than a disability group.

Cultural Etiquette Tips:

- * Be more visual when communicating with people who are Deaf.
- * If you know some sign language, even if just a little bit, use it.

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What US consumer group is 54 million people strong and has \$1 Trillion in spending power?

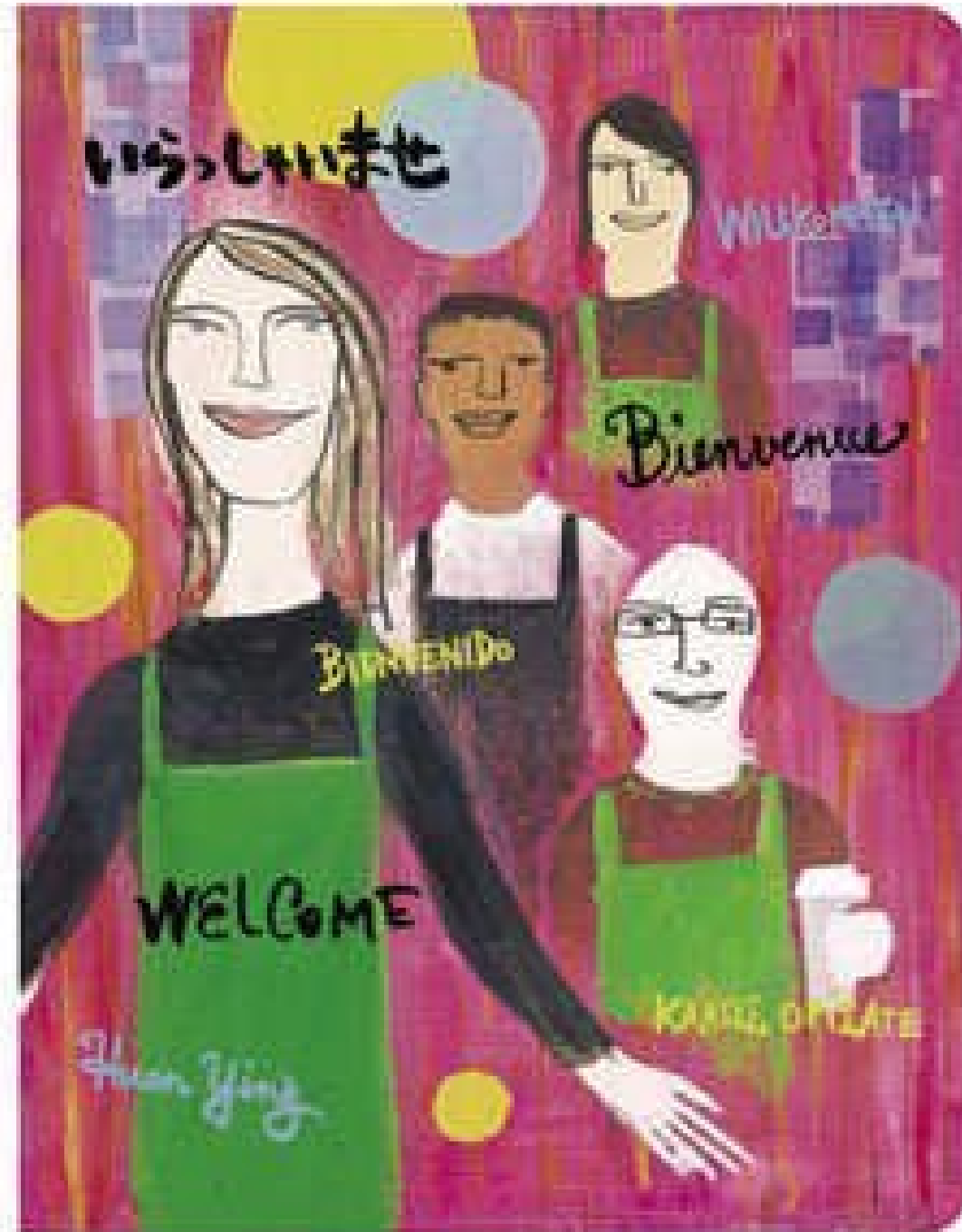
Its people with disabilities.

Over 54 million Americans have a disability. This group is comprised of people from all ethnic backgrounds, cultures, and ages, and represents the largest minority group that any person could join at any time.

Disability Etiquette Tip:

* When referring to a person with a disability, use “person-first” language. Connect with the person rather than the disability. For example, say “the customer who is blind” instead of “the blind customer”.

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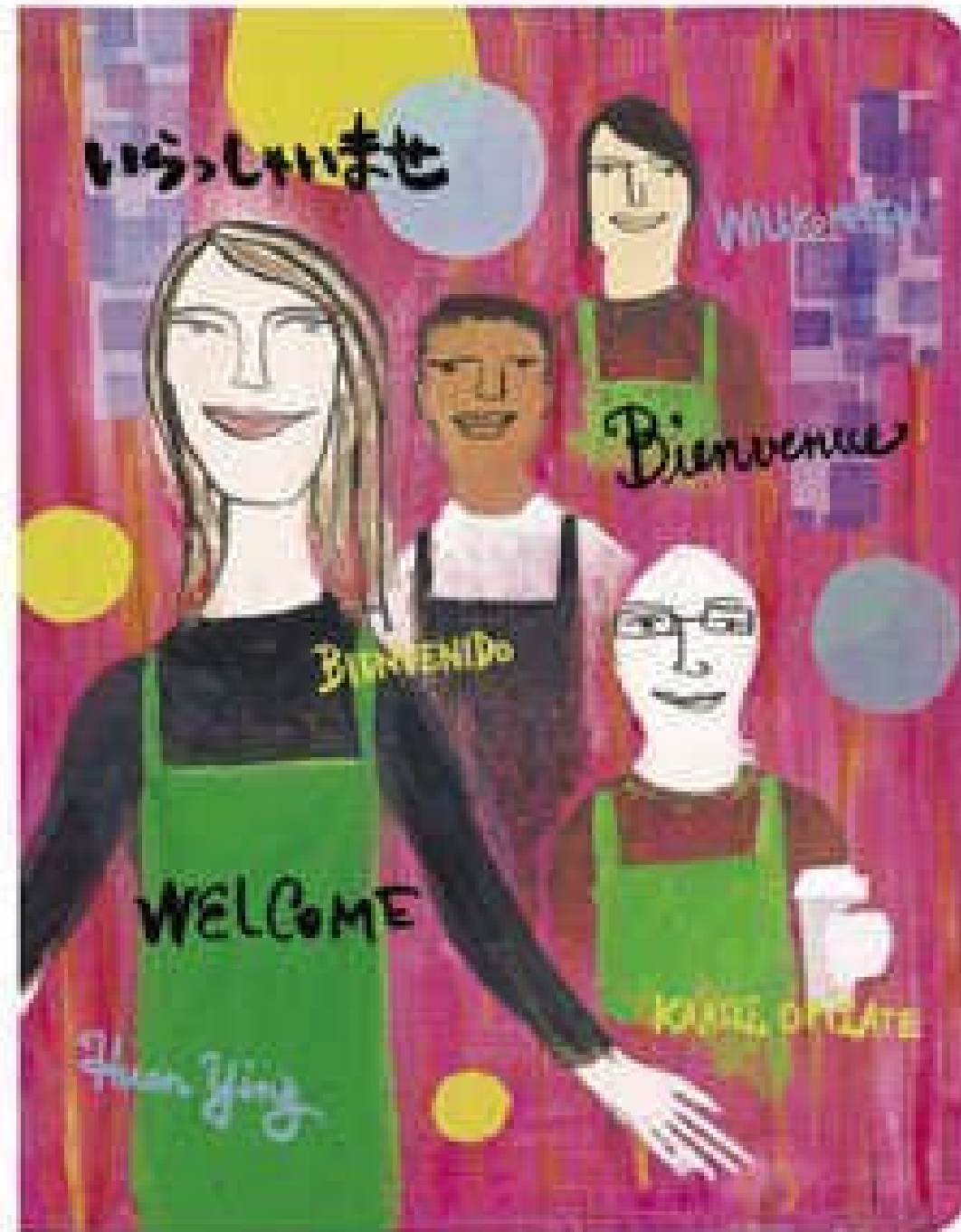
Did you know that Hearing Loss affects more people than any other disability in the world?

In fact, the hearing aid is the second most widely used assistive technological device after the white cane.

Disability Etiquette Tips:

- * When talking with a person who is deaf or hard of hearing, look at and speak directly to that person, rather than to a companion or interpreter that may be present.
- * Use a normal tone of voice and enunciate clearly without over-exaggerating.

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How would you shake hands with someone who has an artificial hand or no hand at all?

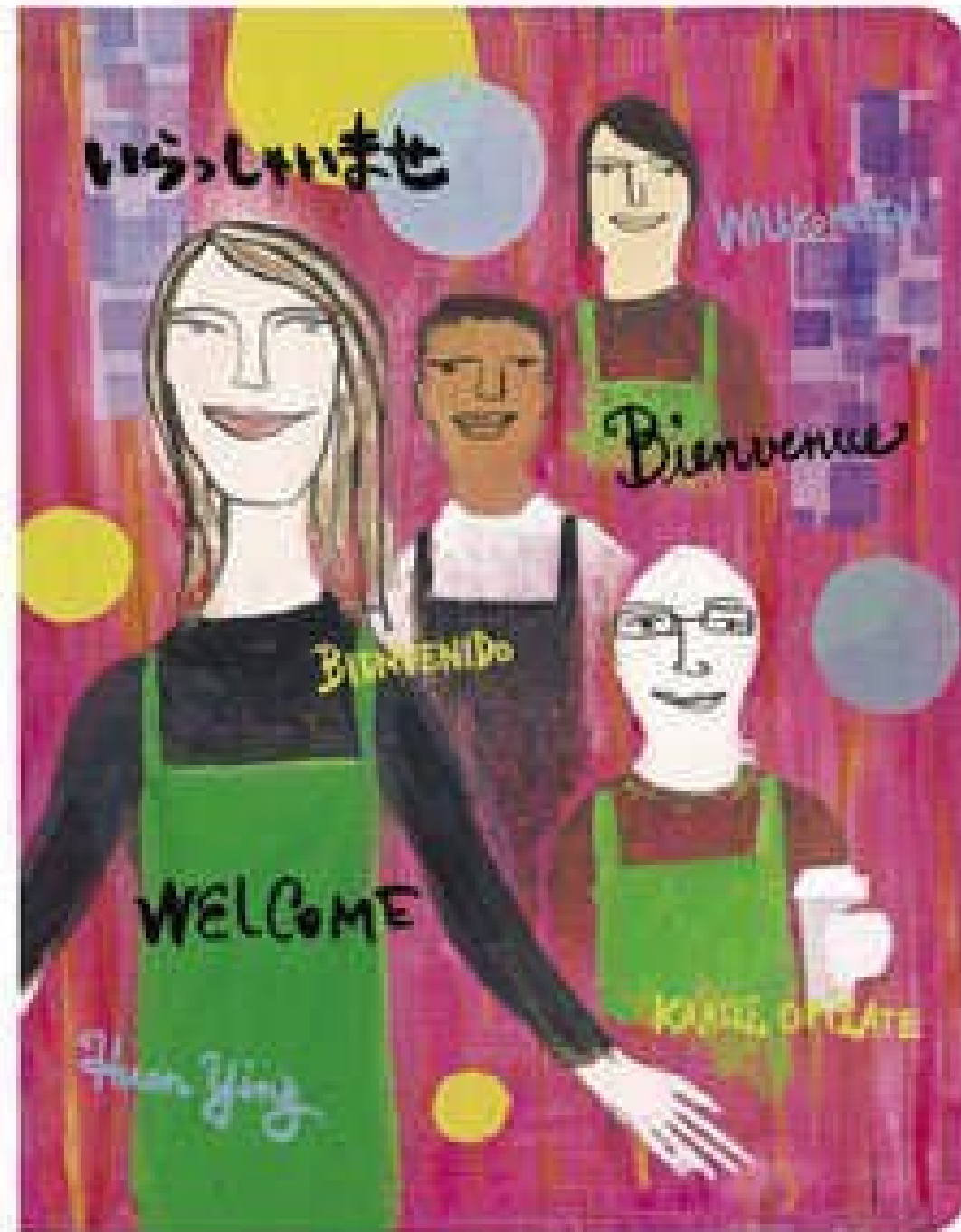
Over 54 million Americans have a disability.

This group is comprised of people of all ethnic backgrounds, cultures and ages, and represents the largest minority group in the United States. It is also the only minority group that any person could join at any time.

Disability Etiquette Tips:

- * People who have artificial limbs or limited use of their arms appreciate a handshake.
- * Shaking with the other hand is also acceptable

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Did you know that there are Extreme Wheelchair Sports?

Visit www.apparelyzed.com to learn about extreme wheelchair sports such as “Fourcross” Mountain biking, skiing, mountain climbing, and extreme off-road sports.

Disability Etiquette Tips:

- * Avoid leaning on assistive devices (canes, wheelchairs, crutches)
- * For extended conversations, get to eye level with a person in a wheelchair

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