

**FOR IMMEDIATE RELEASE**

## **Safeway Safety Step Accessibility Products Providing Caregivers Peace of Mind**

*Safeway Step and Safeway Tub Door helping to restore accessibility for aging parents and people with mobility challenges*

**CINCINNATI – March 20, 2012** – For caregivers of aging parents and people with mobility challenges, it can be difficult to provide help with life’s daily activities that many people were so accustomed to doing themselves. Unfortunately, with falls so common in bathrooms, more [caregivers](#) are called upon to help with baths and showers. [Safeway Safety Step](#) is helping to increase safety and preserve and restore dignity for those receiving and providing care by offering affordable and reliable bathtub modification solutions that improve bathroom accessibility.

“According to the National Safety Council, more than 200,000 accidents occur in bathrooms every year, an obvious concern for caregivers,” said Chris Stafford, president of Safeway Safety Step. “We also understand that it can be difficult for seniors and individuals with mobility issues to ask for help and equally difficult for caregivers to offer help for a traditionally private activity. Providing solutions that allows those needing care to take a shower or bath by themselves helps to preserve their dignity, while caregivers find comfort in knowing that their parents are less likely to get hurt in an area of the home notorious for falls.”

The [Safeway Step](#)® converts an existing tub into a permanent walk-in shower. The [Safeway Tub Door](#)® adds a watertight sealable door to an existing bathtub, making it easier to walk into the tub while still allowing the bathtub to be completely filled. For caregivers with multi-generational homes, the Safeway Tub Door® ensures that members of the household can still use and enjoy taking a full bath.

“The most important thing for caregivers is to find solutions that help their loved ones, and given their concerns, they also need trustworthy, qualified companies that can help them make the right modifications to their homes or the homes of those they are caring for,” added Stafford. “In many cases, what is needed is not a major renovation, and at Safeway Safety Step, our focus is on working with caregivers to provide safe solutions that minimize

the impact on their lives, deliver them peace of mind and preserve dignity.”

In addition to preserving and restoring dignity, Safeway Safety Step products are more affordable, costing a fraction of a complete bathroom renovation or custom walk-in shower. Pricing for Safeway’s products, including installation, starts at around \$700. They also can be installed without much inconvenience to the household. Whereas a renovation could render a bathroom inaccessible for weeks, installing a Safeway Step® or Safeway Tub Door® takes less than a half-day.

### **About Safeway Safety Step, LLC**

Based in Cincinnati, Ohio, Safeway Safety Step, LLC is the manufacturer and distributor of the Safeway line of bathtub accessibility products. The company’s products include the patented Safeway Step® and the Safeway Tub Door®, which provide seniors, people with disabilities and mobility challenged individuals with affordable and safe solutions to improve bathtub accessibility and reduce the possibility of falls. Safeway Safety Step is supported by a growing network of professional [installers](#) who can transform an existing tub in as little as two hours. For additional information, please contact Safeway Safety Step, LLC at (877) 882-7837 or visit <http://www.safewaystep.com>.

###