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For Immediate Release

## **APH Celebrates Showing in Statewide Competition; Announces Accessibility Partnership**

Louisville, KY (July 31, 2023) – American Printing House for the Blind (APH) recently celebrated its showing in the “2023 Coolest Thing Made in Kentucky Tournament presented by Kentucky Farm Bureau Insurance.” The tournament, created by the Kentucky Association of Manufacturers (KAM), was designed to highlight manufacturing in the Commonwealth and allowed companies and the public to nominate a product manufactured in the Bluegrass state.

APH submitted Tactile Town in the bracket-style tournament. This tournament offered the public the opportunity to vote in five tournament rounds to choose the winning product. APH’s Tactile Town made it to the semifinals, losing to the eventual champion, the Chevrolet Corvette.

Tactile Town is an interactive, 3D model that teaches spatial concepts and cognitive mapping skills. Users develop cognitive mapping skills by learning how to perceive and organize their physical environment, specific to concepts such as street layouts, intersections, route patterns, and city block arrangements.

“Tactile Town was first introduced in February 2012. Since that time, numerous students with blindness or low vision, have enjoyed using this interactive kit to learn about their physical surroundings and to interpret tactile maps,” said Karen Poppe, Tactile Literacy Product Manager. “Tactile Town is considered a classic, as it continues to support and hone the development of many orientation and mobility concepts and skills since its original introduction over a decade ago.”

The classic product is an important learning tool for users.

“Tactile Town teaches so many things about community, safety, independence, navigation, and more while having fun,” said Anne Lancaster, APH Vice President, Chief Officer, Innovation and Strategy. “This is what we strive for at APH, to produce educational products that not only level the learning playing field, but teach multiple concepts, are fun, and include everyone.”

Despite losing to Corvette, a partnership was born. The National Corvette Museum has asked APH to assist in enhancing accessibility and inclusivity in their museum, with the goal of improving the experience for individuals who are blind or low vision.

“We know partnerships are the key to ensure access and inclusive design for all. This partnership with the National Corvette Museum is another unique way we can continue to make an impact for those who are blind or low vision,” said Craig Meador, Ed.D., APH President. “As an organization that is also constructing an inclusive museum, known as The Dot Experience, we understand how important it is to include a variety of perspectives and input to create the most accessible museum.”

APH looks forward to growing this partnership and creating new ones to create more inclusive spaces for all.

"We are excited that the '2023 Coolest Thing Made in Kentucky Tournament presented by Kentucky Farm Bureau Insurance' is producing such an admirable partnership between these two great companies," said Frank Jemley, KAM President and CEO. "The new collaboration between the APH and General Motors stands as a prime example of the tournament's impact, showcasing not only the ingenuity of Kentucky manufacturers but also fostering new partnerships that will have a lasting impact on accessibility and inclusivity."

“Seeing these two outstanding organizations put forth their top products in friendly competition helped showcase the ingenuity and resourcefulness of Kentuckians at work. That’s one of the main reasons we sponsored the event,” said John Sparrow, Kentucky Farm Bureau Insurance Executive Vice President & CEO. “Seeing these same two organizations find synergy, build a relationship, and improve experiences for all Kentuckians is what makes this program truly special.”

[View](#) the APH Media Kit for this event.

[Learn more](#) about APH’s Tactile Town.

[Learn more](#) about the Kentucky Association of Manufacturers’ Coolest Thing Made in KY contest.

[Learn more](#) about the National Corvette Museum.

## **About American Printing House for the Blind**

American Printing House for the Blind is a worldwide leader in designing innovative lifelong learning solutions for children and adults who are blind or low vision. We believe in the power and necessity of learning to open the doors to educational success, satisfying employment, social inclusion, active citizenship, and personal well-being. We level the learning playing field by providing specialized technology, materials, products,

and services that are essential for education and life. For more information, please visit [www.aph.org](http://www.aph.org).

### **About Kentucky Association of Manufacturers**

The Kentucky Association of Manufacturers' mission is to make a better Kentucky by promoting and growing manufacturing in the Commonwealth. Beyond our advocacy for manufacturing and economic growth, KAM provides cost-saving programs for our member companies, and important opportunities and venues for members to connect, share best practices, and collaborate. <https://kam.us.com/>

### **About The National Corvette Museum**

The mission of the National Corvette Museum is to educate worldwide audiences on the evolution of the Corvette – America's Sports Car – through collection, preservation, and celebration of its legacy. <https://www.corvettemuseum.org/>