



Walk and Roll Live

Annual Report

2024



2024 Annual Impact Report: Walk and Roll **Live**

Message from the Host

This year has been nothing short of inspiring for *Walk and Roll Live*. Together, Doug Vincent, Addie Rich and the team have amplified voices, shared remarkable stories, and brought greater awareness to the challenges and triumphs of the disability community. From heartfelt guest interviews to community-driven campaigns, our journey is a testament to the power of storytelling in fostering inclusivity and understanding.

Thank you to our listeners, guests, and supporters for making this year so impactful.

– **Doug Vincent**, Host and Founder



2024 Highlights

- **Total Episodes Released:** 52 (1 episode per week)
- **Guests Featured:** 60+
- **Notable Episodes:**
 - *Eddie Ramirez:* Triumph after a spinal cord injury.
 - *Luis Outomuro:* Advocacy and resilience following an oil rig accident.
 - *AJ and Jenny Tesler:* Raising awareness about Rett Syndrome.
 - *Tom Finch:* Adaptive fabrication for wheelchair users.
 - *Rebecca Valenzuela:* Overcoming paralysis and building a new life.
- **Special Series:**
 - **Rett Syndrome Awareness:** Featuring Magnolia Tesler's family and experts like Dr. Cary Fu.
 - **Paris Paralympics Special:** Expert analysis from Andrew Skinner and Mike Rosenkrantz.
- **Community Engagement:**
 - Invited adaptive sports organizations, like So Cal Adaptive Sports and Positive Ride, to share their stories.
 - Hosted experts to discuss underrepresented topics such as Parafencing.
- **YouTube Launch:**
 - *Weekly episodes and shorts with Doug Vincent & Addie Rich.*



Audience Impact

- **Listeners Reached:** Over 10,000 unique downloads across major podcast platforms.
- **Global Reach:** Listeners from 25+ countries, including the U.S., Canada, U.K., Australia, and India.

Top Feedback Themes:

- “Inspiring and relatable.”
- “A unique lens on disability advocacy.”
- “Educational and empowering.”

Collaborations and Partnerships

- Partnered with **Rolling Start Inc.** to expand outreach and awareness.
- Collaborated with organizations such as the **Triumph Foundation** and **Abilities Expo** to feature advocacy leaders.
- Worked closely with Acadia Pharmaceuticals Inc. for the Rett Syndrome series.

Key Achievements

- Raised awareness of **diverse disabilities**, debunking stereotypes, and promoting inclusion.
- Shared **overcoming adversity stories** that resonated deeply with our audience.
- Produced educational content on **adaptive sports**, innovations, and advocacy.

Goals for 2025

1. **Increase Accessibility:** Transcribe all episodes and include captions on video content.
 2. **Expand Reach:** Double our listener base through enhanced marketing and collaborations.
 3. **Feature Diverse Voices:** Highlight stories from underserved and international disability communities.
 4. **Enhance Community Engagement:** Host live events and Q&A sessions with guests.
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Acknowledgments

This success wouldn't be possible without:

- Our dedicated team and new intern, who brought fresh ideas and energy.
- The guests who trusted us with their stories.

Our loyal listeners who inspire us to keep going.

Together, we are proving that every story has the power to spark change.



Get Involved

Visit us at www.walkandrolllive.com.

- Subscribe, share, and follow us on social media @WalkandRollLive.

Send us your story or guest suggestions – we'd love to hear from you!
Here's to another year of breaking barriers and celebrating resilience.