New Niche Stock Image Website, PhotoAbility, Offers Unique Photos of Models With Disabilities

“Person of the Year” and female entrepreneur paralyzed in car accident launches new website: PhotoAbility.net, a Stock Photo Library with the goal of increasing the use of authentic models with disabilities in mainstream advertising, marketing and media.

Fort Lauderdale, Florida (PRWEB) January 28, 2014 -- Deborah Davis, co-owner of a new stock photography website with images of people of disabilities, became part of the disabled community when a car accident left her paralyzed from the chest down at 18 years old. The 49 year-old mother of two is announcing the launch of her new niche company, PhotoAbility, whose goal is to change how the public views, accepts and welcomes people with disabilities in mainstream society around the world.

PhotoAbility features a wide selection of stock images of authentic models with disabilities focused in lifestyle, leisure and travel settings. Images available include diverse stock photos of people in wheelchairs, amputees, the hearing and visually impaired and more. These photos capture the models enjoying playgrounds, going to prom, playing sports, shopping, working, relaxing at the beach, dating and getting married, traveling and much more.

Companies from all industries in need of original images that express a message of inclusion and diversity will find an array of high quality, rights managed and royalty free stock photos from which to choose for marketing and advertising campaigns.

PhotoAbility represents the one billion people with disabilities across the globe, and is one more fighting voice for the entire disabled community. This unique market, together with their family and friends, spends billions of dollars all over the world in travel and lifestyle sectors every year. However, this powerful and growing segment of society is rarely seen or acknowledged in advertising or editorial images. PhotoAbility has resolved to bring the disabled community back into mainstream media.

Increasing the positive imagery of persons with disabilities, and those who use mobility devices such as wheelchairs, canes, walkers, guide dogs, etc., will not only encourage further inclusion and accommodation, but will help to eliminate the fear and negative stereotyping that so often permeates all levels of society.

Industry leaders, graphic design and advertising professionals and publication editors can use PhotoAbility's offering of high quality stock photos to incorporate a renewed message of inclusion into their advertisements and publications, extending a welcoming message to this significant market of people with disabilities, their friends and families.

"Stock image buyers can now find an exclusive source for creative, positive and refreshing imagery depicting individuals, from youths to seniors, who happen to have disabilities," said Deborah Davis, co-founder of PhotoAbility.net. "These images can depict an inclusive message to customers and show how companies value the economic impact of customers with varying physical abilities."

At PhotoAbility.net, visitors can browse the photo gallery, purchase images or contact the company to inquire about creating custom photos shoots representing specific interests and properties. PhotoAbility can provide anything from a general photo concept to a full marketing analysis, as well as models and advice on how to
authentically and realistically portray people with disabilities in a natural setting.

Photographers are invited to submit their photos for inclusion and portfolio hosting in the PhotoAbility library, as well. All photos selected can earn up to 45 percent commission on each sale.

Not sure where to start? Browse the PhotoAbility gallery or visit the site's "Editor's Choice" page to review a selection of photographs that reflect the beauty and uniqueness of their stock photos. Photos can be viewed individually or as part of a convenient slide show.

Increasing the positive imagery of persons with disabilities and who use mobility devices such as wheelchairs, canes, walkers, guide dogs etc., will not only encourage further inclusion by increasing awareness that we want to participate and should be equally accommodated, but will help to eliminate the fear and negative stereotyping that so often permeates all levels of society.

We, through our image gallery, hope that by increasing awareness of the value in maintaining and making structural and attitudinal changes, it will encourage and sustain the participation of those with differing abilities around the world.

We encourage you, as industry leaders, and professionals who make editorial and creative decisions to take a good look at how you can incorporate inclusion images and a welcoming message to this significant market.

PhotoAbility was established in March 2012 by Bill Forrester and Deborah Davis with the goal of providing high quality, unique, non-medically oriented imagery of persons with disabilities for purchase by the advertising, marketing and media sectors. The Commercial Stock Image Library specializes in positive and "Inclusive” images of people with a disability in leisure, lifestyle and travel settings.

The 2000+ inclusive images depicted in the PhotoAbility gallery are designed to impact attitudinal bias, change perception and provide motivation to eliminate and reduce social, structural and professional barriers. A wave of change reflected in popular media and advertising can make an impact on laws and attitudes around the globe, and on how many with differing abilities view themselves.

For more information and to view PhotoAbility.net's positive, inclusive Stock Images, please visit www.PhotoAbility.net.
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