



Keith Mckenzie Press Kit

A neurodivergent creative practitioner, designer, and inclusive dance advocate based in Birmingham, UK.

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1. Executive Summary



Keith McKenzie is a Black autistic creative practitioner whose work spans neurodiversity awareness, inclusive dance advocacy, community participation, and design-led storytelling. With over 25 years of experience developing awareness projects and creative content, Keith's work challenges stigma, expands representation, and promotes environments where neurodivergent people and those with invisible disabilities can participate confidently.

Based in Birmingham, he is recognised for his contributions to Latin dance culture, his lived-experience insight in community initiatives, and his creative practice that blends identity, design, and advocacy.

2. Press Biography (Short Version) (For quick media reference)



Keith McKenzie is a neurodivergent creative practitioner with more than 25 years of experience developing awareness projects, creative content, and community-focused initiatives. His work blends art, design, lived experience, community participation, and inclusive dance advocacy to challenge stigma and expand representation for neurodivergent people and those with invisible disabilities. Based in Birmingham, he is a recognised voice in the city's Latin dance culture and neurodiversity-led creative practice.

3. Press Biography (Full Version) (For feature articles, interviews, and media introductions)



Keith McKenzie is a neurodivergent creative practitioner whose work spans art, design, community awareness, and inclusive dance advocacy. For more than 25 years, he has developed a family of awareness projects and creative content supporting neurodivergent people, families, communities, and organisations.

His creative practice is rooted in lived experience, using design, storytelling, and observation to highlight the realities faced by neurodivergent people and those with invisible disabilities. Keith's work aims to inspire cultural change, challenge stigma, and promote environments where everyone can participate confidently and be valued.

Dance Participation & Advocacy

Keith has spent around a decade participating in Birmingham's salsa and Latin dance communities, assisting community-based classes and attending major conventions. In 2022, he was featured in a Birmingham City Council video campaign celebrating the city's legacy following the Commonwealth Games.

In 2023, he launched Embrace Dancing, an online awareness initiative using dance participation, storytelling, and lived experience to promote inclusive dancing environments for neurodivergent dancers, people with invisible disabilities, and those experiencing anxiety.

Possibilities Collection (2026)

In 2026, Keith launched Possibilities, a special collection offering insight and analysis on embracing neurodivergent talent and ambition. It combines lived experience, personal boundaries, and the development of purpose across design, dancing, community participation, and awareness. The collection emphasises that society must not only embrace neurodivergent talent, but must also avoid creating barriers or removing opportunities.

Community Participation & Public Insight

Keith contributes to community initiatives through consultations, focus groups, and solution-building discussions on issues affecting neurodivergent people and those with invisible disabilities. His involvement includes:

- Housing scrutiny group (local level)
- User-testing group for the West Midlands Combined Authority
- Insight contributions to Transport for West Midlands
- Participation in Bournville Village Trust initiatives
- Lived-experience input on crime, disability hate crime, transport, mental health, housing, equality, and community strength
- Guest panelist for The University of Birmingham

4. Key Themes & Expertise (For journalists seeking angles)

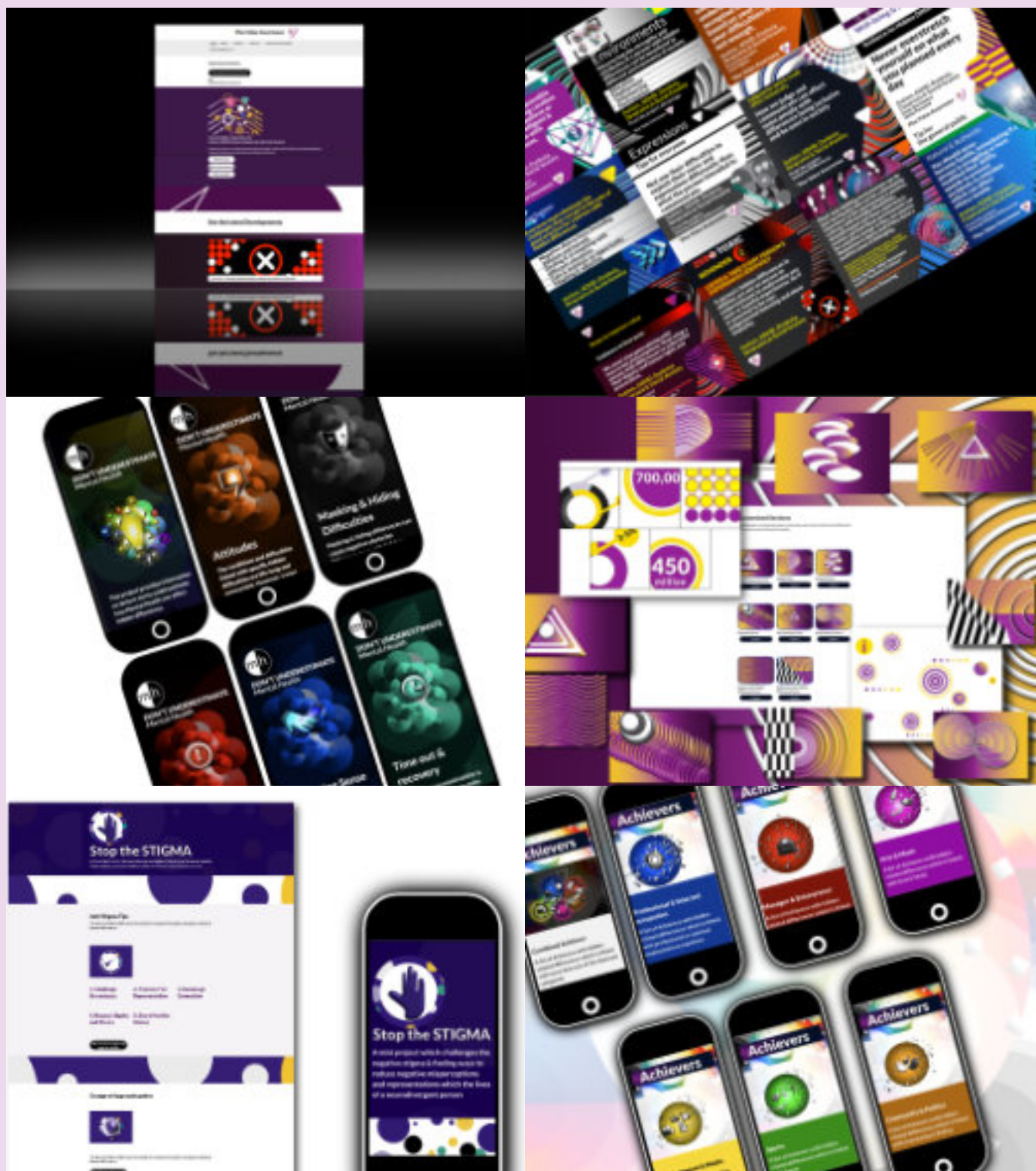
- Neurodiversity awareness & lived experience
- Invisible disabilities in public and cultural spaces
- Solutions and possibilities for issues affecting neurodivergent people
- Inclusive dance environments & anxiety-friendly participation
- Intersection of creativity, identity, and advocacy
- Creative design for social impact and stigma reduction
- Creativity through a neurodivergent lens — vibrant, colourful, and human-centred
- Community reprerepresentation & lived-experience-led insight

5. Interview Topics & Story Angles (For radio, TV, podcasts, print, and digital media)

- The lived experience of being a Black autistic man navigating public spaces
- The 25-year development of Keith's awareness projects and creative practice
- Lived-experience insight on ableism, disability hate crime, equality, mental health, sustainability, unemployment, welfare, relationships, and accessing public services
- Neurodivergent perspectives on transport, housing, community strength, equality, and mental health
- Building safer, more inclusive, and sustainable spaces for neurodivergent people
- Barriers neurodivergent dancers face in Latin dance environments
- How dance communities can become stronger and more sustainable through inclusion
- The story behind Embrace Dancing and its impact
- How creative design can shift public attitudes towards neurodiversity with awareness campaigns and public messaging

6. Project Samples (Press Summary)

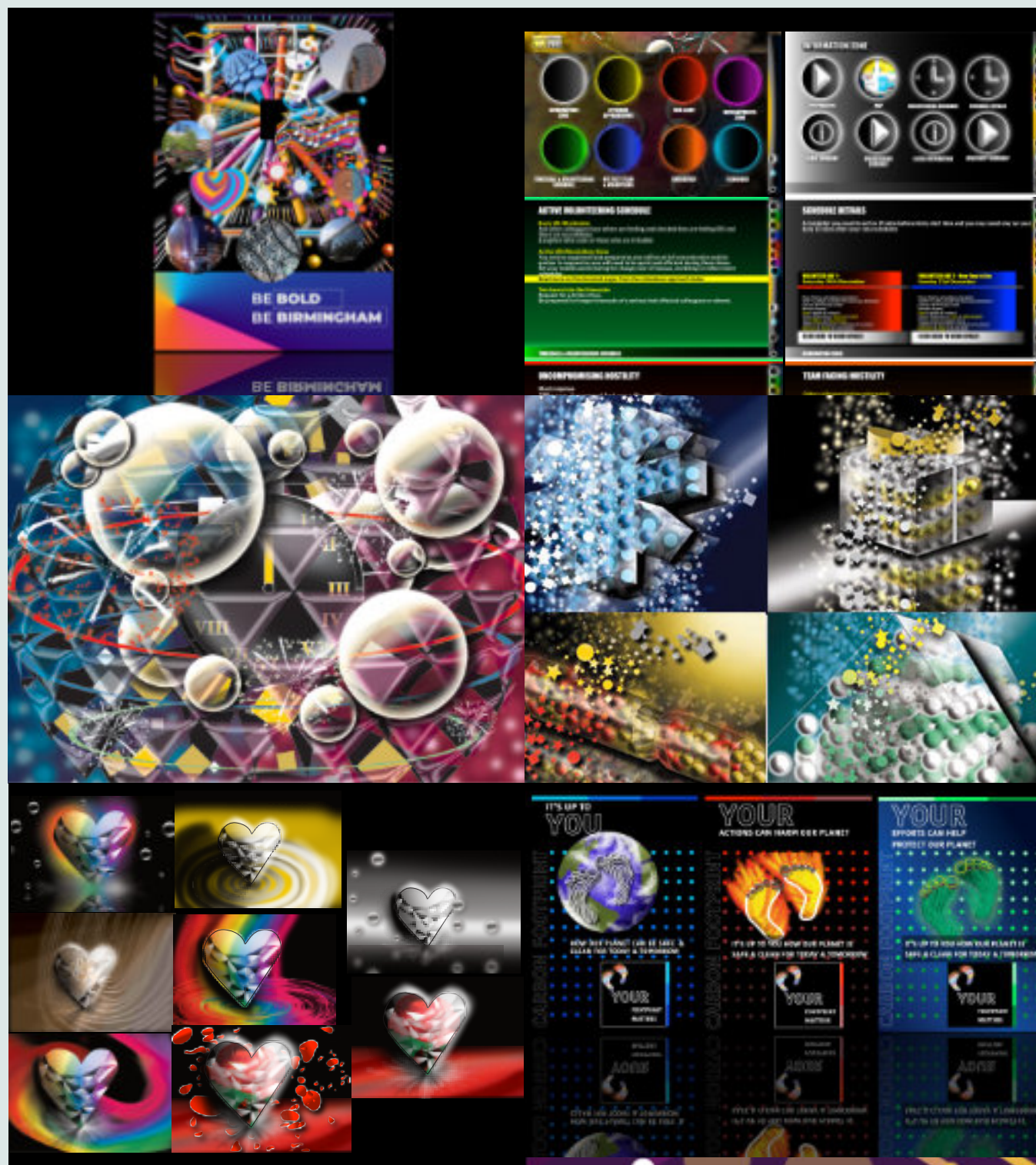
Awareness Projects (25+ years



Creative, community-focused initiatives supporting neurodivergent people, families, and organisations.

6. Project Samples (Press Summary)

Creative Design Practice



Visual communication, design-led awareness, and storytelling for stigma reduction.

6. Project Samples (Press Summary)

Dance Participation & Advocacy



A decade of involvement in salsa and Latin dance communities, including assisting classes and attending major conventions.

6. Project Samples (Press Summary)

Embrace Dancing (2023–present)



An online awareness initiative promoting inclusive dance environments for neurodivergent dancers and people with invisible disabilities.

6. Project Samples (Press Summary)

Community Participation



Using observation, insight, and lived experience to develop ideas, solutions, and possibilities across areas such as crime, disability hate crime, transport, mental health, housing, equality, and community cohesion.

7. Online Links and Press Contact Information

Online ready links

- Personal website –

keithmckenzie.dudaone.com

- Creative pages –

keithmckenzie.dudaone.com/creative

- Awareness pages (awareness developments)

keithmckenzie.dudaone.com/awareness

- Dancing Direction – (Dancing related developments)

keithmckenzie.dudaone.com/dancingdirection

- Embrace Dancing – (Dancing Awareness content)

keithmckenzie.dudaone.com/embracedancing

Please note "Embrace Dancing" feature is also available on the online awareness website

- Community participation –

keithmckenzie.dudaone.com/participation

- Plus Value Awareness (online awareness content)

plusvalue.dudaone.com

- Special Q & A webpage

<https://keithmckenzie.dudaone.com/q-a>

Special insight Online ready links

Connected Possibilities

<https://keithmckenzie.dudaone.com/neurodiversity-insight>

Creative & Possibilities (Developed with the support of Birmingham Design)

<https://keithmckenzie.dudaone.com/neurodiversity-creative>

Media ready links

Information page being featured on the "Be Bold" video campaign by Birmingham City Council

<https://keithmckenzie.dudaone.com/commonwealth-campaign>

Direct link to Be Bold video campaign featuring me (YouTube)

<https://youtu.be/Lbd9O0N4d4k>

Featured on a National Neurodiversity training video on safer travel (Instagram)

<https://www.instagram.com/reel/DHq8dnqg7To/?igsh=d2Z0d3pjODhnaWN4>

Dancing inclusive tips for classes & workshops (Instagram)

<https://www.instagram.com/reel/DS4hqUMjH2K/?igsh=MWhzMmswb2FjN2I1aw%3D%3D>

Press Contact Information

Press & Media Enquiries

Available for interviews, commentary, collaboration, and features.

Email: For privacy reasons, please refer to the briefing summary document (if provided to you)

Location: Birmingham, UK

Availability: Flexible for online, phone, or in-person interviews.

8. Ready-to-Use Press Quotes (Short, quotable lines journalists can lift directly)

Creative related

- **“Creativity is my blueprint for awareness, empowerment, and inclusion.”**
- **“My work connects lived experience with design to challenge stigma and inspire change.”**

Awareness related

- **“Neurodiversity isn’t a challenge — it’s a perspective that enriches culture.”**
- **“Sustainable progress requires more than understanding and acceptance — it requires action.”**

Dancing related

- **“Inclusive dance begins with understanding, patience, and community support.”**

Community participation & inclusion related

- **“Everyone deserves to participate confidently, without fear of judgement.”**



Written and developed by Keith McKenzie

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