

NEWS RELEASE FOLLOWS:

IMMEDIATE

ATTENTION COMMUNITY AND BUSINESS EDITORS

EASTER SEALS NOVA SCOTIA - SAME GREAT PROGRAMS, ONE GREAT NAME!

Local charity serving Nova Scotians with physical disabilities relinquishes its dual identity as both the Abilities Foundation of Nova Scotia and Easter Seals Nova Scotia to assume one public identity – **Easter Seals Nova Scotia**.

Easter Seals Nova Scotia is a local health care charity whose programs and services enhance the health, mobility, and independence of Nova Scotians with physical disabilities. During its 78-year history, the name of this organization has changed a number of times. Since 1985, Easter Seals Nova Scotia has also been known to many as the Abilities Foundation of Nova Scotia. While this name has served the organization well, opting for a singular public identity clarifies and strengthens the message of this organization in the community.

The mission of Easter Seals Nova Scotia stays as it always has, to create high quality programs and services for Nova Scotians with physical disabilities in areas of *Active Living* - Camp Tidnish and Take PART sports and recreation programs; *Family and Community Support* – job skills training at New Leaf Enterprises, Community Outreach, and Polio Support Network; and *Assistive Devices* - Wheelchair Recycling Program and financial assistance for personal assistive equipment.

Visit the new Easter Seals Nova Scotia website (www.easterseals.ns.ca) for more information about the programs and services, fundraising events, and ways that you can contribute to creating more equitable communities for people with disabilities.

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For further information please contact Erin Laende at (902) 453-6000 x 231, e-mail admin@easterseals.ns.ca, or visit www.easterseals.ns.ca. For more detail about our branding revision, please go directly to <http://www.easterseals.ns.ca/publications/media-kits-and-psas/>.

100% of all money raised by Easter Seals Nova Scotia stays in our province for programs and services for Nova Scotians with physical disabilities in areas of active living, assistive devices, and family and community support.
