

NEWS RELEASE FOLLOWS:

IMMEDIATE: ATTENTION COMMUNITY AND BUSINESS EDITORS

EASTER SEALS RESPONDS TO REAL NEEDS IN TOUGH ECONOMIC TIMES – AN URGENT CALL FOR INCREASED PUBLIC SUPPORT

March 1st, 2010, across Nova Scotia - *Easter Seals Nova Scotia* appeals to the public for donations during *March is Easter Seals Month* in order to meet real and immediate needs for families supporting children and adults with disabilities.

Easter Seals Nova Scotia is recognized as a leading health service organization in Nova Scotia within the disability sector. Statistics Canada notes that 179,100 person have disabilities in Nova Scotia, the highest in Canada. Families turn to *Easter Seals Nova Scotia's* Assistive Devices program for financial support and equipment for children and adults with physical disabilities. *Easter Seals* operates community-based recreational and employment programs and facilities designed specifically for persons with disabilities. Last year *Easter Seals Nova Scotia* helped over 4,000 families throughout the province.

In early 2010, requests to *Easter Seals Nova Scotia's* Assistive Devices program are greater than the organization can currently fund. Requests for the Assistive Devices program has increased by over 50% throughout last year. Decreased annual fundraising earned in 2008-2009 through special events and mail campaigns has affected *Easter Seals'* ability to provide assistance. During today's economic climate, more people are in needs of *Easter Seals'* supports.

A Resolution that *March is Easter Seals Month* will be declared in the House of Assembly this month. This resolution recognizes the importance of *Easter Seals'* programs and services for Nova Scotians with disabilities in need of support.

Easter Seals Nova Scotia calls for public donations throughout *March is Easter Seals Month*. Every dollar counts in the campaign to meet real needs in the community.

- From **March 8 to Easter Sunday**, *Easter Seals' Paper Eggs* will be sold for \$2 across Nova Scotia in Lawtons, TB!S, Price Chopper, Money Mart, The UPS Store, Sylvan Learning Centres, New Leaf Cafes, Sobeys and Walmart (starting March 25). Paper Eggs will also be sold in the Mic Mac Mall at Bentley Leather, Bombay Company, Frame It, Gap, and Orange Julius.
- **On Saturday April 3 from 9-10am**, for \$5 each, children can participate in the largest *Easter Egg Hunt* in Atlantic Canada, held indoors at the Mic Mac Mall in Dartmouth. Register online at www.easterseals.ns.ca.
- Donations can be directed through the mail in response to *Easter Seals' Spring Mail Campaign*.
- Donate online at www.easterseals.ns.ca

Easter Seals Nova Scotia is a provincial charity that provides programs and services for Nova Scotians with physical disabilities in areas of Active Living, Assistive Devices, and Family & Community Support. Easter Seals has operated in Nova Scotia since 1931. Easter Seals Nova Scotia has previously been known as the Abilities Foundation of Nova Scotia.