

Launch of Disability Awareness Week 2010
(2010/03/22)

NB

March 22, 2010

FREDERICTON -- Disability Awareness Week (DAW) continues the tradition of National Access Awareness Week first established in 1988 to promote better community access for people with disabilities. This campaign happened in response to a request from Rick Hansen following his Man in Motion World Tour.

For the first ten years, a national committee coordinated planning for the Week in communities throughout Canada. In 1998, a decision was made in New Brunswick to continue celebrating an annual awareness week but with a new name to ensure that all issues related to persons with a disability could be promoted. 2010 will mark the 23rd consecutive annual "Disability Awareness Week" in New Brunswick.

The Week promotes awareness of issues related to persons with disabilities and runs from May 30 to June 5th. This year's slogan is "Yes We Can!"

Activities for Disability Awareness Week are coordinated at the provincial level by the Premier's Council on the Status of Disabled Persons supported by a provincial executive Committee. Local groups will also organize community projects across the province. Disability Awareness Week covers all types of disabilities and all age groups.

More information about DAW 2010 can be found at:
www.gnb.ca/0048/DAW2010/indexdaw2010-e.asp or call our toll-free number at:
1-800-442-4412.

MEDIA CONTACTS:

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- Lui Greco, Assistant Executive Director, Premier's Council on the Status of Disabled Persons, 506-444-3000 or pcsdp@gnb.ca

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