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FOR IMMEDIATE RELEASE

Fredericton - Christyne Allain and Randy Dickinson, Co-Chairs of the Disability Awareness Week 2010 committee donate prizes to the Stan Cassidy Rehabilitation Centre, their staff and patients!

Often times, even the simplest of tasks can be daunting to someone living with a disability. Be it navigating along a downtown sidewalk or picking up the week's grocery items for the family.

Persons with disabilities rely on a variety of coping strategies to be able to live full and rewarding lives. Often times, these strategies require considerable training but more often than not, the most daunting of chores can be overcome simply and without much effort. A prime example is the \$20 reacher shown here.



From left to right, Dr. Robert Leckey, Christyne Allain - Co-Chair of Disability Awareness Week, Stephen Kilfoil - patient, Allyson Christie - Occupational Therapist, Randy Dickinson - Co-Chair of Disability Awareness Week and Micheline Comitz - Recreation Therapist.

This simple but highly functional device enables anyone unable to reach objects at a height to safely and easily do so without assistance. Many coping strategies are this simple. Identifying the appropriate strategy for the right situation is what the professionals at the Stan Cassidy are all about, 365 days a year.

Recognizing the outstanding work performed by staff of the Stan Cassidy Rehabilitation Centre, Christyne Allain and Randy Dickinson are pleased to provide staff and patients of the centre with Disability Awareness Week promotional items. "The Stan Cassidy Centre is a vital link for people with disabilities to resume their place as contributing members of New Brunswick Society", says Christyne Allain, Executive Director of the Premiers Council on the Status of Disabled Persons.

Provided that the appropriate supports are in place, be that a \$20 device or a barrier free home persons with disabilities are able to live full and rewarding lives. This year's message, "YES WE CAN!" is all about how more than 125,000 New Brunswick residents with a disability are contributing to their community.

About The Stan Cassidy Centre:

The Stan Cassidy Centre for Rehabilitation (SCCR) is New Brunswick's Provincial Tertiary Neurological Rehabilitation Centre. As a tertiary rehabilitation centre, SCCR has specialized programs for the rehabilitation of neurologically-based conditions in adults and children. Services are provided in both French and English.

More information about The Stan Cassidy Centre can be found at:

<http://www.rivervalleyhealth.nb.ca/en/programs/sccr/default.aspx>

About Disability Awareness Week:

Disability Awareness Week, first established in 1988 takes place each year across Canada. The goal of the campaign has been to promote better community access for persons with disabilities.

2010 will represent the 23rd year a campaign has taken place in New Brunswick. This year's message "YES WE CAN!" highlights the successes of persons living and working with disabilities.

To date, over fifty events have been organized across the province. Promotional items featuring the campaign slogan are available for purchase from the Premier's Council on the Status of Disabled Persons.

More information about Disability Awareness Week can be found at: www.gnb.ca/council.