

FOR IMMEDIATE RELEASE



## **EASTER SEALS ONTARIO READY TO CELEBRATE 100 YEARS OF IMPACT FOR KIDS WITH PHYSICAL DISABILITIES**

### **Centennial celebrations to take place across the province throughout 2022**

ON, November 23, 2021 – Easter Seals Ontario is getting ready to celebrate an extraordinary milestone, its 100th year of changing the world for kids with physical disabilities. Over the entire course of 2022 celebrations will take place across the province, bringing together communities, participants, families, sponsors, supporters, and regional stakeholders.

“We’re excited and proud to be entering our centennial year. I am honoured to be part of an organization that has been instrumental in providing 100 years of incredible success and dedicated service to children and youth with physical disabilities,” says Kevin Collins, President and CEO.

Highlights of the year include increased advocacy at the provincial level; a birthday celebration component at all Easter Seals fundraising events throughout the year; a month of awareness initiatives during March; a birthday party in Ottawa in spring of 2022 to mark March is Easter Seals Month in a very special way; local celebratory events; and the illumination of major public landmarks around the province. The organization will also be completing social and digital media campaigns throughout the year on several topics, including inclusion and accessibility.

“Easter Seals was built with grass-roots support from communities across Ontario. Everything we have accomplished has been the result of the remarkable dedication, committed service, and extraordinary generosity of our donors, sponsors, volunteers and staff, and we look forward to toasting our shared successes and celebrating in the coming year.”

### **Quick Facts**

- Easter Seals helps families to purchase costly accessibility and mobility equipment for their child.
- Easter Seals is a leader in providing inclusive, specialized recreational programming through its two fully accessible camp properties near Perth (Camp Merrywood) and London (Camp Woodeden) and remote camp platform.
- Easter Seals serves nearly 500 Ontario regions and communities, from Windsor to Ottawa and remote communities in Northern Ontario.
- Easter Seals offers post-secondary scholarships to youth with physical disabilities, provides access to information and resources, and leads public education and awareness.
- Easter Seals’ legacy includes being the first to employ nurses to carry service into the home for kids with physical disabilities, the first to build fully accessible summer camps specifically for children and youth with physical disabilities, and the first to build a provincial treatment centre with in-patient and out-patient facilities.

For all 100th anniversary event information, please visit Easter Seals’ website at [www.easterseals.org](http://www.easterseals.org). Regular updates will be added throughout the year.

A trusted partner and champion since 1922, Easter Seals Ontario is proud to be marking 100 years of changing the world for kids with physical disabilities in 2022. Forging the way for enhanced care and services for children with physical disabilities over the past century, Easter Seals Ontario has had a profound impact on the development of treatment, care, services and advocacy initiatives for these young people. Today, Easter Seals Ontario continues to offer life-changing programs that enable kids with physical disabilities to experience greater independence, freedom, and dignity, made possible through the generosity and dedication of donors, sponsors, local service clubs, volunteers and staff. For more information or to donate, visit [EasterSeals.org](https://EasterSeals.org) or connect on [Twitter](#), [Facebook](#), [Instagram](#) or [LinkedIn](#).

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