

NEWS RELEASE

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New Avenues to Independence celebrates National Direct Support Professionals Recognition Week

FOR IMMEDIATE RELEASE

CLEVELAND, OH, September, 2011 – New Avenues to Independence is excited to announce that for the fourth year they will be celebrating “National Direct Support Professionals (DSP) Recognition Week.” “Without the work of our DSPs, the lives of hundreds of individuals and their families would be disrupted. National Direct Support Professionals Recognition Week is one small way to demonstrate our gratitude for what they unselfishly do for so many,” said Thomas Lewins, Executive Director of New Avenues.

During the week of September 11th, New Avenues will be hosting numerous activities to celebrate its everyday heroes, their DSPs. Events scheduled are as follows:

Old-fashioned Ice Cream Social and Car Wash

While the DSPs are enjoying ice cream, whipped cream, cherries and sprinkles they will get their cars washed by the New Avenues’ Administrative staff.

Road trip to Columbus

Many of the DSPs and admin staff will be going to Columbus for the State’s DSP celebration on September 15. This year’s theme is music and the headliner is Peter Leidy who writes and sings humorous and thought-provoking songs about life in the human service system.

DSP Yellow Flag Campaign

This year, New Avenues is joining other agencies from around the country in the DSP Yellow Flag Campaign. The agency is being painted yellow just in time for DSP Week. Families and friends whose lives have been touched by a DSP will have the opportunity to buy and sign \$1 and \$5 yellow flags at New Avenues. The yellow flags will be hung in the administrative offices reception area during DSP Week.

With a purchase of a flag, the person is then entered into a drawing for a chance to win one of three lottery trees with \$25 worth of lottery tickets attached. Each DSP will also be entered into a drawing to win a Lottery Tree as well.

2011 Call Congress Day – September 14

Along with other providers, New Avenues will be contacting Congress about issues important to DSPs. It is an opportunity for the people who depend on and appreciate the work of DSPs to tell elected officials about the importance of the DSP lifeline.

Celebrating History

In the administrative offices reception area, a special display of photos and biographies on their DSPs who have worked at New Avenues for over 20 years will be on display along with an honor roll list of all their DSPs.

DSPs are the people who work as direct care workers, in-home support workers, personal assistants and attendants to ensure that people with disabilities are able to live more independently and in community settings. However, low wages coupled with difficult work often leads to high turnover of DSPs.

For more information how on you can show your appreciation to our DSPs, contact Karen Knavel, 216-481-1909, ext. 224.

About New Avenues to Independence

New Avenues to Independence, Inc., is an organization that proudly provides support services, programs and opportunities for people with disabilities to become more independent and productive members of the community. For more information, contact Karen Knavel, 216-481-1909 ext. 224, kknavel@newavenues.net, www.newavenues.net.