

# MEDIA RELEASE



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## **The Society for Manitobans with Disabilities becomes Manitoba Possible.**

New Name Reflects Evolving Needs and Aspirations of Clients  
as Organization Celebrates 70 Years of Service

(Winnipeg, MB – May 6, 2020) The Society for Manitobans with Disabilities has changed its name to Manitoba Possible. The new name has been chosen to better reflect the organization’s mandate in relation to the evolving needs and aspirations of the Manitobans they serve.

“This change comes at a time when we are advancing our service offerings and expanding our provincial reach. We believe that an inclusive and accessible society is possible, and we strive to achieve this by working collaboratively, embracing diversity and innovating at every level”, says Dana Erickson, Chief Executive Officer.

“Our new name - Manitoba Possible - captures the values that have underpinned 70 years of leadership and support our organization has provided, for and with, Manitobans with disabilities. It also serves to renew our commitment to working together with all of our stakeholders, to eliminate barriers to full and equal participation for everyone in our society.” says Erickson.

“We have a lot of possibilities in Manitoba - we just need to reach out and grab hold of them.” says Peter Zacharias, President, Board of Directors. “We’ve made a lot of strides over the years, but there are still many areas that have been left behind. Manitoba Possible believes that there is a valued place for everyone. We know that the SMD name has itself been a barrier for those who don’t identify as persons with disabilities. Our new name better reflects the aspirations of those we serve, which in turn fuels our purpose.”

Manitoba Possible was originally founded in 1950 as the Society for Crippled Children. Today, the Manitoba Possible family includes a head office and two locations in Winnipeg, as well as six regional offices throughout Manitoba. We provide a diverse spectrum of programs and services emphasizing choice and self-determination for thousands of children, youth and adults with disabilities and in the Deaf community throughout the province. Our programming is supported by the Province of Manitoba, Winnipeg Regional Health Authority, United Way Winnipeg, Government of Canada, and our generous donors and sponsors.

– 30 –

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