

EASTER Seals Launch

The Easter Seals 2014 Campaign Launch was held at Government house on Monday Feb 24th at 12 o'clock. In attendance were approx... 75 persons representing Community partners; Easter Seal Board members; Rotarians; Staff of Easter Seals ; school children and supporters of the Easter Seals from every realm

Adeline Misener, MC, president of the Rotary Club of Fredericton introduced the special guests and thanked the Lieutenant Governor and his wife, Graydon and Beth Nicholas for once again opening their home to host this annual event.



She shared the background of the Easter Seals campaign with the audience mentioning that:

- In 1922 Easter Seals was initially formed by 10 Rotary clubs and they started immediately to make a difference in the lives of children and adults with disabilities*
- In 1945 the first Easter Seal was introduced in Alberta*
- In 1949 the first National Easter Seal was issued in Canada*
- Easter was the chosen time of the year to symbolize the connection between resurrection and new life AND the rehabilitation of individuals with disabilities to the form of a new life physically, mentally and spiritually*

She also expanded on the role of Easter Seals New Brunswick in that it provides five essential services to the community:

- 1. Equipment Recycle program – provides specialized equipment for mobility*

2. *Assistive Technology Program (in partnership with others) provides specialized equipment in the schools*
3. *Toy Library Program provides specialized toys for loan to parents*
4. *Camp Rotary .gives to hundreds of NBers the opportunity to benefit from a wonderful camp experience*
5. *Youth Recreation Program which introduces youth to a variety of recreational activities*

She continued in saying that all of these programs are directed specifically toward individuals with disabilities and it needs to be noted that all of these programs rely on the support of all New Brunswickers for their continued implementation and success.



Rotarian Bill Barrett then led in O' Canada;

Her honour Beth Nicholas spoke on behalf of her husband Graydon Nicholas. She reinforced the good work of Easter Seals and their contribution to the improvement of the lives of persons with disabilities



Glen Hughes, Board member from ESNB read the Easter seals Proclamation followed by remarkable and heart warming comments from Brandon Liston, the Easter Seals Ambassador Emeritus. The entire audience was spell bound by his dynamic presentation and the Easter Seals video that followed which demonstrated the “experiences of Brandon at Camp Rotary

Rotarian Marion gave the blessing and a wonderful lunch was had by all

