

FOR IMMEDIATE RELEASE

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November 18, 2008 *Mid Hudson Valley* – The Board of Director’s of REHAB Programs, Inc. unveiled a new name and brand for the organization today: Abilities First, Inc.

“The process began about two years ago when we turned to the community to get feedback about the organization in a number of areas. It quickly became clear that there was a need to rename and brand the organization to update its image and more clearly communicate our mission,” said John Thoman, Executive Director. “We recognized that, when encountering a person with disabilities, it’s often a person’s first reaction to focus on their disability and limitations. However, our organization has a long tradition of seeing their abilities first. Thus, the new name for REHAB Programs became clear.”

“The brand is designed to enhance and exhibit the professionalism of the organization with its simple and sophisticated clean logo and

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fresh colors while also portraying the organization's long standing reputation of warmth, caring and inclusion," stated Serena Marrero, Director of Development. Along with the new name and rebranding, Abilities First also has a new website,

www.abilitiesfirstny.org.

Abilities First, founded in 1962, provides a wide range of educational, vocational, residential and clinical programs and services to over 2,000 people with disabilities of all ages, in the Mid Hudson Valley region of NY.

We pursue a vision to lead the way in providing comprehensive services to promote the abilities and enhance the lives of people with disabilities.

Our values-based approach to care and service incorporates, at its core, communication, dignity, excellence, independence, integrity, leadership and safety. These values are woven into the fabric of everyday life at Abilities First, and are, without question, the key to our overall success.

Caption for photograph: William Van Ornum, Abilities First Client; Charley Bender, Director of Work Training; Bill Van Ornum, father of William all standing in front of the new Abilities First logo.

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