

News Release
For immediate release

Rebrand brings new name, new commitment to 50-year-old organization

Calgary, AB – November 20, 2013

Effective immediately, the Deaf and Hard of Hearing Society will be known as Deaf and Hear Alberta.

The new name better reflects programs and services provided to Deaf and Hear Alberta's two main groups of stakeholders: the Deaf community and the hearing community, including those who are hard of hearing.

A new website was launched November 12, 2013 – www.deafandhearalberta.ca. Two branch sites, www.deafalberta.ca and www.hearalberta.ca have targeted information for our two distinct audiences, and the Deaf Alberta website is completely interpreted in American Sign Language. We have also launched a newly refurbished e-Store – <http://estore.deafandhearalberta.ca> – which carries new equipment items to support our hearing loss prevention work as well as best-sellers like amplified phones and Pockettalkers.

New leadership and newly-created management roles are providing opportunities to have increased and wider impact. Cindy Pilz has joined the organization as the Manager of Deaf Services, and Cammie Kaulback has taken on the role of Manager of Hearing Services. Both Cindy and Cammie bring a wealth of skill and expertise to their new roles. Cindy, a member of the Deaf community, will oversee services to Deaf individuals and families, as well as manage all American Sign Language training. Cammie will be responsible for all programming in hearing health and exciting new initiatives in hearing loss prevention.

Deaf and Hear Alberta has forged new collaborative partnerships with audiologists and health professionals to make our brand better known to more people and inform the one in four hard of hearing persons in Alberta how we can help them manage their hearing loss.

Deaf and Hear Alberta has placed new emphasis on resource development and communications with a dedicated staffed department in this area for the first time in the organization's history, building the organization's capacity to realize a stronger and more sustainable future.

These are only a few examples of the changes recently undertaken by the newly-reconfigured team at Deaf and Hear Alberta. As Executive Director Mona Hennenfent advises, "There is lots of work for us to do; just watch us grow!"

For more information, visit www.deafandhearalberta.ca.

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