



FOR IMMEDIATE RELEASE
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New Image Helps UCP of Central Florida Better Serve Community

Orlando, Fla. – UCP of Central Florida announced today the renaming and repositioning of its organization from UCP Child Development Centers and United Cerebral Palsy to simply UCP of Central Florida. The change identifies UCP as *the experts for children with special needs*.

“For many years, the name of our organization has generated mixed perceptions about who we serve and the services we offer,” said Ilene Wilkins, CEO and president of UCP of Central Florida. “Our new image establishes us as the experts for children with special needs and ‘the’ organization that helps children reach their full potential no matter what disability or delay they may have.”

UCP of Central Florida was formed in 1955 by a group of parents who wanted to offer hope for children with special needs. What started as a small program providing an early Intervention classroom and therapy services for children with cerebral palsy has grown to six centers throughout Central Florida, offering support, education and therapy services to more than 2,300 children and families with all types of disabilities and developmental delays.

“Over the years the incidence of cerebral palsy has decreased due to technological advancements. As a result, we have redirected our focus to serve children with all types of disabilities,” commented Wilkins.

UCP of Central Florida anticipates serving even more kids as a result of its new image. Wilkins added, “There are so many children with special needs who need our help, but our previous identity failed to show the relevance of our organization in their lives. Now, with our new identify and image, families will see how relevant our services are.”

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Several organizations and individuals donated their time and services for the project including Avid Neo Geo, Websolvers, The Chudakov Company and Sharon J. Anderson.

Today, UCP of Central Florida provides support, education and therapy services for children with all types of special needs from birth to age 21. Services are offered in the home as well at six locations throughout Central Florida: downtown Orlando, East Orange County near UCF, Kissimmee, Lake Mary, Pine Hills and Winter Garden. For more information call (407) 852-3300 or visit UCP of Central Florida's new website, www.ucpcf.org.

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