

York Region Abuse Program Announces Name Change

NEWMARKET, ONTARIO, February 12, 2016— York Region Abuse Program has announced that it has changed its name to Cedar Centre effectively immediately. The change is part of a re-branding initiative to better align the organization's name with its service offerings and the area it serves.

The new name is part of a number of significant changes the organization has realized in the past two years. "Our services were originally focused around providing therapy and support to children, youth and adults who had experienced sexual abuse," says Alison Peck, Executive Director for Cedar Centre. In 2014, the organization shifted its focus to include therapeutic services for all forms of childhood interpersonal trauma. "We wanted to be able to welcome anyone who needed our support," she says. "We're continuing to provide services to children and youth, but also provide services to adults who have experienced historical trauma."

As part of the broadened mandate, the Centre now also provides services to clients across the region and beyond, says Kevin Murdoch, Board of Directors Chair for Cedar Centre. "It serves all of York Region as well as other areas, including North Toronto and South Simcoe," he says, adding the new name helps avoid confusion. "Given the large area we cover, we needed a name that wasn't as regionally limiting."

Re-branding as Cedar Centre provides the opportunity to highlight some of the innovative initiatives the organization has launched:

****Dave's Room:** Cedar Centre formally unveiled its new therapeutic play space in November 2015. Named in honour of Dave Sherry, a long-time supporter and program benefactor, the room features a beautiful wall-to-wall and ceiling mural, soothing lights and audio visual technology.

****A National Service Dog:** In November 2015, two-year-old Vixon joined the Cedar Centre team. Vixon is a specially trained National Service Dog who is certified to work with the specific requirements of those who have experienced trauma.

****Sensory Experiencing Room:** The NEST, as it is called at the Centre, is a dedicated room filled with interactive sensory tools and soothing lights, sounds and smells designed to support client trauma recovery. Currently, the organization has three therapists who are trained in Peter Levine's Sensory Experiencing to use the space therapeutically.

Along with the name change, these exciting additions will be spotlighted at Cedar Centre's upcoming Hand in Hand Gala. The event, which raises much-needed funds for the Centre, takes place April 30, 2016. In 2015, the Gala raised \$85,000 for Cedar Centre.

About Cedar Centre:

A trauma-specific service provider, Cedar Centre was formed in 1987 as Abuse Program of York Region (operating as York Region Abuse Program). It was incorporated in 1989. The organization is based in Newmarket where it provides crucial services to approximately 200 clients each year. Cedar Centre currently employs 10 full-time employees and one paid part-time staff. It also works with a number of occasional therapists who provide group work for the Centre but are employed through partner agencies. The Cedar Centre receives funding through a number of agencies, including the Central Local Health Integration Network, the Ministry of Children and Youth Services, the Ministry of Community and Social Services, and the United Way of Toronto & York Region. For more news and information about Cedar Centre, please visit www.cedarcentre.ca

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For more information about the name change or any of Cedar Centre's offerings contact:

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