

MEDIA RELEASE

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Multicap's New Brand Identity

Multicap, a leading high needs disability support service provider, recently launched their new look brand at their 2010 Gala Ball on 22 May 2010.

Originally created as a voluntary parent based community organisation by six families who could not obtain suitable support for their children with multiple disabilities, over 500 families now access services at 41 facilities across Queensland.

Multicap Chief Executive Officer Joanne Jessop said the new brand better reflects the organisations exponential growth and high standard of services provided.

"Whilst several of our founding families still access Multicap's services, there are now over 500 others accessing our day, respite, accommodations social, and disability enterprise services at our 41 facilities in Mackay, Rockhampton, Toowoomba, greater Brisbane, and on the Gold Coast," Ms Jessop said.

"Multicap's new look brand reflects that growth and confirms us as a place where possibility, opportunity, and quality are celebrated and championed. A place where our door is open... In all ways and always," she said.

As a high needs disability support organisation providing individual respite, family support networks, opportunities and programs, Multicap is a community ready to transform the ride into a journey through life with connection and understanding, but we cannot do it alone. Without community understanding and support, Multicap is unable to provide specialised support for people living with high needs disabilities.

Multicap recently received 80% State funding to build four houses for people living with multiple disabilities. Multicap needs your help to raise \$100,000. Your donation, large or small, can help Multicap create possibilities, opportunities and equality for people living with disabilities.

"Together we make a positive circle... We are a circle of support," Ms Jessop said.

We are excited to launch and introduce our new brand identity... While we have a brand new look, as always our focus remains on our core values. In keeping with our environmental ethics, we are using all of our existing stationery, before ordering items, and updating our other communication items with our new brand identity over time. Thank you for understanding. Watch out for more exciting details coming soon...

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