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## **Empower wins top PR award for rebranding campaign**

BUFFALO, N.Y., July 1, 2016 – Empower, the not-for-profit organization formerly known as Niagara Cerebral Palsy, recently won one of the two top Excalibur Awards from the Public Relations Society of America Buffalo Niagara Chapter. Empower received the “best of show” Platinum Award in the campaigns division for its rebranding campaign, which introduced the new Empower name, logo and brand identity. The rebranding campaign received a perfect score from the judges and was selected as the top entry among all of the Gold Award winners in the campaigns division.

Empower also received a Silver Award in the tactics division for a published opinion piece on the need to raise wages for direct support workers in the developmental disabilities field.

All entries were judged by public relations professionals from the Public Relations Society of America Dallas Chapter. The awards were presented at a June 22 ceremony.

With 300 employees and a \$14 million budget, Empower is one of Western New York’s 50 largest nonprofit organizations. The administrative offices, preschool, community clinic and service coordination program are located on Lockport Road in the Town of Niagara. The job training and day programs division is based in Niagara Falls, while residential facilities are located throughout Niagara County. Licensed by the New York State Office for People with Developmental Disabilities and the New York State Education Department, Empower is an affiliate of the Cerebral Palsy Association of New York State.

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