

Building People, Building Halifax: Adults with an intellectual challenge in Halifax to be brought to the forefront with the launch of Prescott's new brand

November 13, 2018

Halifax, NS – The buildings at 3430, 3480 and 3486 Prescott Street in North End Halifax are bursting at the seams with activity. But on a little known street in the city, Prescott remains a best kept secret.

“We’ve been around a long time and it is clear not enough people know who we are and what we do,” says Louis Brill, Executive Director of Prescott. “It’s time to change that starting with our new brand.”

Since 1962, Prescott, a non-profit organization, has supported adults with an intellectual challenge in Halifax through the development of life and work skills.

Today, Prescott serves 160+ exceptional clients and employs 40 expert staff. We manage four social enterprises on site: Prescott Bakery (formerly known as Fireside Kitchen), Prescott Custom Bags (formerly known as Atlantic Bag Manufacturers), Prescott Mailing Services and Prescott Online Auction. We also provide job coaching to support community based employment.

As a team, we are proud of what we provide, and are committed to reviewing and improving all we do. It is essential our clients be engaged in all aspects of the city; they belong in the very heart of Halifax. We intend to make this happen starting with the rollout of our new brand and building public awareness.

Our new brand highlights our creative, innovative, and passionate people. Our new logo and motto better reflect who we are and who we strive to be. "Building People, Building Halifax" highlights how enhancing work and life skills for adults with an intellectual challenge not only helps grow people, but enhances our entire city.

We intend to improve each and every service we provide, and reach every adult with an intellectual challenge in Halifax who need us.

"Our wait list is currently four years," notes Brill. "This is unacceptable for a city as rich and vibrant as Halifax."

In order to make significant change, we need to build a network of community leaders passionate about putting the needs of adults with an intellectual challenge to the forefront.

Together, we can truly build people *and* build Halifax. Exciting changes are underway for Prescott, to do what we do better and serve more people.

A public launch of our new brand will coincide with the 17th Annual Tea & Sale fundraiser on Saturday, November 17, 2018 from 10am – 2pm at 3430 Prescott Street in North End Halifax. Prescott hoodies, toques, hats, and water bottles will be available for purchase. We look forward to opening our doors to the community.

About the 17th Annual Tea & Sale Event

An annual fundraiser showcasing baked goods, tote bags, aprons, home décor and art pieces made by the clients of Prescott. Event also features thrift finds, silent auction, raffles, door prize and live music. Join us for a delicious lunch of seafood chowder or chili from Prescott Bakery.

Date: Saturday, November 17, 2018

Location: 3430 & 3480 Prescott St, Halifax NS

Time: 10:00am – 2:00pm

Admission: \$2 (free for children under 12)

About Prescott

Prescott is a non-profit organization that supports 160+ adults with an intellectual challenge in Halifax through development of life and work skills.

www.prescottgroup.ca

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Media Contact:

Martha Lowe, Marketing & Community Engagement Manager

Prescott

(902) 454 -7387 Ext. 26

marthalowe@prescottgroup.ca