

## Manitoba Possible Launches “70 Ways Challenge” in Honour of 70th Anniversary

This Manitoba Access Awareness Week (MAAW), let’s think about eliminating barriers for everyone!

(Winnipeg, MB – June 15, 2020) Manitoba Possible, formerly Society for Manitobans with Disabilities (SMD) is celebrating its 70<sup>th</sup> anniversary this week on June 16, 2020. Coinciding with Manitoba Access Awareness Week (June 14-20, 2020) they’re challenging Manitobans to come up with **70 Ways to Make Manitoba Possible!** What does “Making Manitoba Possible” mean? Manitoba Possible believes in an inclusive and accessible society, and they want you to share ways Manitoba can be inclusive and accessible for everyone.

“We’re celebrating 70 years of providing programs and services that eliminate barriers for everyone. We’re having an interactive virtual celebration - and you’re invited!” says Dana Erickson, Chief Executive Officer (he/him). “There are many types of barriers that Manitobans face: systemic, attitudinal, physical, communication, and technological. This Manitoba Access Awareness Week, get involved in our challenge to work toward a more inclusive world.”

Manitoba Possible is inviting all Manitobans to share their ideas for solutions to accessibility barriers. One example may be speaking up in your workplace and social circles for inclusion - in hiring practices, in access, and in language (systemic barriers). Another could be using simple, easy to read fonts in marketing and personal communications (a communication barrier). They encourage folks to get creative – or keep it simple!

To share your idea with Manitoba Possible, follow these steps:

- Write or type your idea(s) on a piece of paper
- Take a photo with your idea
- Post the photo on social media using the **#70WaysManitobaPossible** and **#MAAW2020** hashtags
- Challenge your friends to join in too
- Share your photo by June 23rd

Manitoba Possible will share the results with Manitobans on June 30<sup>th</sup>!

Let’s all make sure that as Manitoba reopens this summer, it reopens for everyone!

~

Manitoba Possible was originally founded in 1950. Today, the Manitoba Possible family includes a head office and two locations in Winnipeg, as well as six regional offices throughout Manitoba. We provide a diverse spectrum of programs and services emphasizing choice and self-determination for thousands of children, youth and adults with disabilities and in the Deaf community throughout the province. Programming is supported by the Province of Manitoba, Winnipeg Regional Health Authority, United Way Winnipeg, Government of Canada, and our generous donors and sponsors.

– 30 –

### CONTACT:

Jenna Marie Schwartz  
Marketing & Communications Strategist  
Manitoba Possible  
P: (204) 771-5271 (cell)  
E: [jschwartz@manitobapossible.ca](mailto:jschwartz@manitobapossible.ca)  
W: [manitobapossible.ca](http://manitobapossible.ca)

[Press Kit](#)