

**The Arc of Greater Cleveland**

*1331 Euclid Avenue  
Cleveland, OH 44115*

**CMR Changes Name and Logo**

**FOR IMMEDIATE RELEASE**

**Monday August 11, 2008**

**Contact: Cynthia Norwood  
216/622-0755**

**Cleveland, OH**— During the July Board of Directors meeting it was unanimously decided that the Center for Mental Retardation (CMR) become The Arc of Greater Cleveland. The impetus for this change came from self-advocates, families and individuals who find the words “mental retardation” offensive, out dated, or simply not accurate. As we continue our advocacy efforts we want to acknowledge the diversity of the people we help by not pinning them under an archaic and unpleasant term. While we are excited to begin utilizing our new name and logo we believe that it is important to be as fiscally responsible as possible. You will see a gradual shift to the new name over the coming months as we deplete our supply of already printed materials. While our name and face may have changed we continue to be the only independent voice in the area fighting for equal rights and equal access to services for children and adults with developmental disabilities. For more information regarding the name change and new logo please contact Cindy Norwood at 1331 Euclid Avenue, Cleveland, Ohio 44115, call (216) 622-0755, or visit [www.cmr-cleveland.org](http://www.cmr-cleveland.org).

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