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NEW YORK CITY **EXPERT DISABILITY ASSOCIATES**

FOR IMMEDIATE RELEASE

## **NYS REHABILITATION COUNSELORS FORMING MARKETING COMMITTEE TO INCREASE CRC BRAND AWARENESS**

### **Call for Volunteers to Assist with Above Campaign**

New York, NY, (October 18, 2012), - NYC Expert Disability Associates, LLC – Announced today that a search is underway for volunteers to join a newly forming NYS CRC Marketing Committee to assist the Metro NY Chapter of the National Rehabilitation Association, the NYS Chapter of the National Rehabilitation Counseling Association and AVRASA organization. These groups are actively involved in efforts to obtain licensure for Certified Rehabilitation Counselors (“CRC’s”) in New York State. For more information about these organizations visit:

<http://www.nymetronra.org/>

<http://www.nyrca.org/>

<http://www.avrasa.org/>

Plans to develop and host a NYS CRC Marketing Committee are being arranged by NYCEDA.org a subdivision of NYCEDA, LLC. Rehabilitation counseling students, educators and practitioners, in addition to professionals from the design, IT and marketing fields are welcome to inquire about volunteering as committee members for the above campaign. Meetings will be held at 192 Lexington Avenue (corner of 32<sup>nd</sup> Street) NY, NY 10016. Meetings will also include phone and video/desktop conferencing tools. The goals of the committee are to:

- Create a CRC branding campaign that is easily recognizable to residents of New York and which identifies CRC’s to laypersons (consumers, legislators, healthcare and social service providers).
- Create a CRC branding campaign that is easily understandable and distinguishes us from other related and competing professions in New York State.
- Design a NYS CRC logo or trademark, that is recognizable and which will easily transfer into all electronic formats. Also, design brochures, web pages and develop language and text for our campaign.
- Keep in step with the marketing campaigns and branding used by the National Rehabilitation Association, American Rehabilitation Counseling Association and the Commission on Rehabilitation Counselor Certification.
- Use the marketing campaign to promote NYS CRC licensure and professional identity - in areas such as, health care reform, employment and education.

<http://www.crccertification.com/>

<http://nationalrehab.org/>

<http://www.arcaweb.org/>

To volunteer and/or join the NYS CRC Marketing Committee, please contact, Patricia Enriquez, NYS CRC Marketing Committee Chair, at T: (212) 802-1443, or email: [pat@nyceda.org](mailto:pat@nyceda.org).

*Rehabilitation counselors are certified by the Commission on Rehabilitation Counselor Certification (CRCC) accredited by the National Commission for Certifying Agencies (NCCA) to practice nationally.*

*Rehabilitation Counseling “Celebrating Over 65 years of Service Provision”*

[https://www.nyceda.org/nys\\_crc\\_actioncenter/](https://www.nyceda.org/nys_crc_actioncenter/)