



USBLN[®] Celebrates National Disability Employment Awareness Month with Launch of “I Am, I Can, I Do” Campaign

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WASHINGTON, DC (September 30, 2011) – The US Business Leadership Network[®] (USBLN[®]) today announced that in celebration of National Disability Employment Awareness Month (NDEAM), the USBLN[®] is launching a national public education campaign titled, **“I Am, I Can, I Do.”** The campaign includes a series of 30 and 60 second Public Service Announcements (PSAs) showcasing people with disabilities who ‘Do!’

On September 30, 2011, AMC Theatres, a USBLN[®] member company, will debut the first in this PSA series in their theatres nationwide. The showings will continue through October in celebration of NDEAM and the PSA will be highlighted at the 2011 USBLN[®] Annual Conference & Expo in Louisville, Kentucky from October 16-19. The campaign’s inclusion of many vibrant young people with disabilities conveys the value that people with disabilities bring to the workplace, marketplace and supply chain plus sends a message to youth with disabilities to aspire to their ‘dream’ careers. Following the AMC sponsored showing during October, the campaign will continue throughout 2012, culminating with a special event to be held during the 2012 USBLN[®] Annual Conference.

About NDEAM

National Disability Employment Awareness Month (NDEAM) was launched as a week-long celebration through Public Law 176, enacted by Congress in 1945. In 1988, Congress expanded the week to a month. The Labor Department's Office of Disability Employment Policy took over responsibility for National Disability Employment Awareness Month in 2001. The 2011 official NDEAM theme is "Profit by Investing in Workers with Disabilities." The theme honors the contributions of workers with disabilities and serves to inform the public that they represent a highly skilled talent pool that can help employers compete in today's global economy.

About the US Business Leadership Network (USBLN[®])

The US Business Leadership Network[®] (USBLN[®]) is the national disability organization that serves as the collective voice of over 60 Business Leadership Network affiliates across North America, representing over 5,000 employers. The USBLN[®] promotes the business imperative of the preparation and inclusion of people with disabilities in the workplace, marketplace, and supply chain while supporting the development and expansion of its BLN affiliates. The USBLN[®] recognizes and supports best practices in hiring and advancing employees with disabilities, marketing to consumers with disabilities, and encourages contracting with vendors with disabilities through the development and certification of disability-owned business enterprises.

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