# **NDEAM 2025 Press Release Template**

These templates are designed to help you share your support for National Disability Employment Awareness Month (NDEAM) 2025.

* Use the **press release** if you plan to send a press release to local or industry media. It gives space to highlight your organizations initiatives, executive quotes, and statistics that show the importance of disability inclusion.
* Use the **community release** if you want something shorter to share on your website, newsletters, or social media. It’s a simpler way to show your commitment without needing a full press announcement.

Before sharing, add in your organization’s name, city, spokesperson quote, and any initiatives or events you’re taking part in during NDEAM. Both versions are flexible and meant to make it easy for you to celebrate inclusion while reinforcing that your workplace is committed to building a workforce without barriers.

Press Release

# **[Organization Name] Celebrates NDEAM 2025 by Building a Workforce Without Barriers**

**[City, Province] — [Date]** — [Organization Name] is proud to join organizations across Canada this October in celebrating National Disability Employment Awareness Month (NDEAM). NDEAM is a national campaign that recognizes the contributions of people who have a disability and promotes inclusive hiring practices.

This year’s theme, **Inclusive Employment Across Canada: Building a Workforce Without Barriers**, reflects [Organization Name]’s ethos that every employee should feel welcomed, supported, and have the tools to be successful.

“[Insert executive quote — e.g., *‘*Disability inclusion is about more than hiring. It’s about ensuring that every employee feels valued, respected, and supported in their work’],” said [Name, Title].

Today, more than **1 in 4 Canadians (27% or 8 million people) have a disability**. Yet **74% report facing barriers at work, and 67% encounter barriers before they’re even hired** (Statistics Canada, 2024). Disability inclusive employment makes a difference not just in our communities, but in our economy. Studies show that companies leading in disability inclusion experience:

* **2.6x higher net income, 1.6x more revenue, and 25% higher productivity** (Accenture, 2023).
* **8x stronger results in innovation, customer service, and retention** (Deloitte, 2023).

At [Organization Name], we are committed to making disability inclusion part of who we are. That means continuing to remove barriers, create opportunities, and ensure our workplace is one where everyone belongs.

This October, we are [insert company initiatives — e.g., launching new accessibility training, reviewing accommodation policies, starting an employee resource group, or sharing employee stories]. These actions reflect our belief that when people are supported, our entire workplace and community grow stronger.

### **[Insert if participating in *Light It Up! for NDEAM]***

### **Lighting the Way**

On **October 16, 2025**, [Organization Name] will also take part in *Light It Up! For NDEAM™*, where landmarks, businesses, and communities across Canada light up in purple and blue to celebrate inclusive employment.

For more information about NDEAM and [Organization Name]’s commitment to building a workforce without barriers, visit [company website/ODEN resources].

**Media Contact:**

[Name]

[Title]

[Contact Information]

Community Release

# **[Organization Name] Celebrates National Disability Employment Awareness Month**

**[City, Province] — [Date]** — This October, [Organization Name] is proud to celebrate **National Disability Employment Awareness Month (NDEAM)**, a nationwide campaign that recognizes the contributions of people who have a disability and promotes disability inclusive hiring practices.

This year’s theme, **Inclusive Employment Across Canada: Building a Workforce Without Barriers**, highlights the importance of creating workplaces where every employee feels welcomed, supported, and has the tools to succeed.

[Insert quote from executive| I.E. “At [Organization Name], we believe inclusion makes us stronger. When every employee can contribute their skills, our whole workplace benefits,” said [Name, Title].]

Throughout October, [Organization Name] will [insert initiatives — e.g., host awareness activities, update workplace practices, or share stories of inclusion]. [Insert if participating in *Light It Up! For* NDEAM] On **October 16th**, we’ll also participate in **Light It Up! For NDEAM™**, joining communities across Canada as landmarks and buildings shine purple and blue to celebrate inclusive employment.

By celebrating NDEAM, [Organization Name] reaffirms its commitment to building a workplace without barriers — today and in the future.

**Media Contact:**

[Name]

[Title]

[Contact Information]