

# BRANDEMiX selected to launch Cerebral Palsy Associations of NYS Metro Services new strategic plan



Released on: December 3, 2008, 4:59 am

Press Release Author: **BRANDEMiX**

Industry: [Marketing](#)

**Press Release Summary: The Cerebral Palsy Associations of New York State's Metro Services has chosen BRANDEMiX, the NYC-based communications consultancy known for innovative branding around human resources initiatives, to brand and launch an employee communications campaign in support of their new strategic plan.**



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Press Release Body: New York, NY—December 3, 2008—**The Cerebral Palsy Associations of New York State's Metro Services** has chosen **BRANDEMiX**, the NYC-based communications consultancy known for innovative branding around human resources initiatives, to brand and launch an employee communications campaign in support of their new strategic plan.

Of Metro Services' 1,600 employees, 1,100 work offsite providing direct support in group homes and elsewhere in the community.

*"A dispersed staff performing on-site services poses unique communications challenges," says **Janis Pshena, VP of Human Resources for Metro Services**, "especially when attempting to implement a new strategic plan."*

According to a Flinders University report, worker isolation is one of the issues that contribute to the high turnover in the direct care profession.

*"Successful internal branding and communication means higher retention which translates into long-term cost savings and improved quality of service," says **Jody Ordioni, President of BRANDEMiX**. "We're implementing a series of solutions that inform staff, convey employer support, and inspire a sense of teamwork around the new strategic goals."*

**Metro Services'** new strategic plan will guide the organization through 2013 as they work to promote personal choice and independence, and enhance the quality of life for individuals with disabilities.

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#### **About**

#### **BRANDEMiX**

BRANDEMiX is a woman-owned marketing/communications firm dedicated to branding in support of business initiatives. Bridging the traditional gap between marketing, advertising, internal communications and Human Resources, BRANDEMiX creates consistent, relevant and brand-aligned messages across all print and interactive channels, forming a line of sight from strategy to your employees, investors and consumers. Clients include many of the Fortune 500 as well as non-profit organizations in education, healthcare and social services. Learn more at <http://www.brandemix.com>.

#### **About Cerebral Palsy NYS Metro Services**

In addition to comprehensive health care services, Cerebral Palsy of NYS Metro Services offers a wide range of programs and services designed to support individuals with disabilities in leading more independent and productive lives. These include community living services, adult day programs, vocational services, traumatic brain injury services, summer camp and vacations, service coordination and family support services. Metro Services is part of Cerebral Palsy Associations of New York State.

To learn more about the organization click to go to the CP of NYS website: <http://www.cpofnys.org>.

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