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EPILEPSY-PRALID INC. ANNOUNCES REBRAND TO EMPOWERING PEOPLE'S INDEPENDENCE (EPI)

Rochester, NY – January 29, 2021 – Epilepsy-Pralid, Inc. announced today the launch of its new name, logo, and website. The organization's name changes to Empowering People's Independence (EPI), expressing the agency's deep commitment to providing innovative and individualized services to support the aspirations and needs of people with brain injury, developmental disabilities, and epilepsy.

As a founding member of Epilepsy Alliance America, EPI also rebranded its epilepsy services under the new name of Epilepsy Alliance of West Central New York, to reflect its close relationship to this growing national network of epilepsy service providers.

"Empowering People's Independence is the perfect name for our organization because it captures the essence of who we are," said Jeff Sinsebox, President and CEO of EPI. "Our new brand expresses our core commitment to give voice to the choices of people with intellectual and developmental disabilities, to empowering them to reach their aspirations and live their lives to the fullest."

The new name and logo reflect the organization's passion for giving every person supported the opportunity to reach their potential. The dynamic logo conveys the positive energy of the circle of support which surrounds each person in their journey to independence and a full life. The new website offers a warm and engaging design, and easy to use navigation optimized for either desktop, mobile or tablet use.

With more than 950 employees, and offices in Rochester, Syracuse and Binghamton, EPI provides comprehensive services in the Finger Lakes, Southern Tier, Western and Central New York regions.

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“The rebrand represents a significant step in the organization’s evolution,” said Ryan Zitzka, President of EPI Board of Directors. “The agency has seen significant growth in the last decade. We have expanded our services. More importantly, we have invested in innovative service models that offer individuals with disabilities and their families more flexibility and more choices to access the services they need to improve their health, wellbeing, independence, and social inclusion. The rebranding and our new website, www.epiny.org, will help us improve our community’s access to much needed services.”

ABOUT EPI

EPI provides progressive, tailored care solutions to people with developmental disabilities, epilepsy, and brain injury. Headquartered in Rochester, NY and with offices in Syracuse and Binghamton, EPI provides comprehensive services in the Finger Lakes, Southern Tier, Western and Central New York regions. EPI’s offerings include Self-Direction, Day and Community Habilitation, residential services, respite, and Health Homes. EPI also offers the only week-long camp for children and young adults with epilepsy in New York State.

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