June 2020

Dear Colleague:

In recognition of the achievements of people who are deaf-blind, the Helen Keller National Center for Deaf-Blind Youths & Adults (HKNC) celebrates the last full week in June as “Helen Keller Deaf-Blind Awareness Week.”

This national advocacy campaign has been held each year since 1984 when President Ronald Reagan issued a proclamation in recognition of this special week.

In 2020 we are celebrating Helen Keller Deaf-Blind Awareness Week from June 21st to June 27th. The theme this year is DEAF-BLIND. AND THRIVING.

The essence of the message is that of all the obstacles people who are deaf-blind overcome, misconceptions don’t have to be one of them. Not only do people who are deaf-blind thrive in the workplace, they make their workplaces thrive too. Companies with people who are deaf-blind experience an increase in productivity, a boost in company morale, and are nearly twice as likely to be innovative. So forget everything you think you know about people who are deaf-blind and experience their positive impact for yourself. Learn how at helenkeller.org/hknc.

Enclosed, is the 2020 poster designed pro bono by Wunderman Thompson, NYC, celebrating this year’s campaign. For a sample proclamation, suggested activities and other promotional materials, go to www.helenkeller.org/hknc/dbaw. Please share this information among your staff and/or with your many community resources.

HKNC is the only national agency that provides information, referral, support and a comprehensive vocational and rehabilitation program exclusively to youths and adults who have a combined vision and hearing loss, their families and the professionals who work with them. Thank you for your support.

Sincerely,

Susan Ruzenski Ed.D.
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