



**Helen Keller**  
**NATIONAL CENTER**  
 for Deaf-Blind Youths and Adults  
 A Division of Helen Keller Services

June 2021

Dear Colleague:

In recognition of the achievements of people who are DeafBlind, the Helen Keller National Center for Deaf-Blind Youths & Adults (HKNC) celebrates the last week in June as “Helen Keller DeafBlind 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 2021, we are celebrating Helen Keller DeafBlind Awareness Week from June 27th to July 3rd. The theme this year is: DeafBlind Employees Can Help Businesses Grow with Unique Insights and Perspectives. **TrailBlazer, BigThinker, GoGetter, DeafBlind**

The essence of the message is that 2020 was a landmark year for improvements in Diversity, Equity, and Inclusion (DE&I), and disabled individuals have seen benefits of this progress. Talented employees who are DeafBlind are more than doing their part to assist companies grow. A recent study provided by Accenture, *Getting Equal 2018: The Disability Inclusion Advantage*, found that businesses employing individuals with disabilities achieved, on average, 28% higher revenue, 30% greater economic profit margins and twice the net income of their industry peers. Learn more by visiting [www.helenkeller.org/hknc](http://www.helenkeller.org/hknc).

Enclosed, is the 2021 poster designed pro bono by Wunderman Thompson Health, New York, celebrating this year's campaign. For a sample proclamation, suggested activities and other promotional materials, go to [www.helenkeller.org/hknc/dbaw](http://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 hearing and vision loss, to their families and the professionals who work with them. Thank you for your support.

Sincerely,

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Susan Ruzenski  
 Chief Executive Officer