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Community Options Launches 'Community Options Cares' Campaign To Raise Awareness For Those With Severe Disabilities

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SOURCE Community Options, Inc.

PRINCETON, N.J., Dec. 31, 2015 /PRNewswire/ -- Community Options, Inc., one of New Jersey's largest non-profit corporations, today launched a new corporate campaign to raise awareness for the needs of people with disabilities and for families and caretakers that help them along the way.

"At Community Options, we believe that every person deserves the same level of dignity and our goal always is to provide the freedom to experience the highest degree of self determination," said Robert Stack, CEO of Community Options.

The #COMOPCARES campaign is designed to raise awareness of the everyday struggle for people living with a severe disability and to promote the successes of organizations that provide community housing, job training, employment, and life-skills experience to those with disabilities. Community Options is asking its clients, employees, and client's families to tell their stories via social media about how programs like Community Options have positively impacted some of society's most needy and vulnerable individuals.

"Sadly, there has always been a cultural stigma surrounding those that are different and particularly individuals with intellectual and physical disabilities," said Stack. "We need to continue shining the light on the great opportunities that are available to our clients, their families, and employers. Simply by having real people share their real-world experiences in a positive context can help change the social conversation."

Beginning in January 2016, each of the Community Options state offices will begin to share their story on social media using the #ComOpCares.

About Community Options, Inc.:

For over 25 years, Community Options has developed housing and employment programs for people with disabilities – serving thousands of people through 38 offices across 10 states. Community Options provides advocacy assistance to empower people with disabilities because all people – regardless of ability level – should live and work in the community with dignity, choice and self-determination.

For more information please visit our website: www.comop.org and to follow along with the ComOpCares campaign, search #ComOpCares on Facebook, Twitter and Instagram.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/community-options-launches-community-options-cares-campaign-to-raise-awareness-for-those-with-severe-disabilities-300198262.html>

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