

**IMPACTability Announces Participation in the Campaign for Disability Employment**

For Immediate Release

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New York, NY (June 20, 2023)

IMPACTability Expresses Commitment to Promoting PositiveEmployment Outcomes for People with Disabilities

Today, IMPACTability announced its support for the Campaign for Disability Employment (CDE), a national public education movement that promotes the hiring, retention and advancement of people with disabilities in America’s workforce. The CDE’s multi-faceted campaign features a series of award-winning public service announcements (PSAs) and coordinating media assets, all designed to promote positive employment outcomes for people with disabilities. Its products and positive messages are encouraging businesses and others to recognize the value that individuals with disabilities bring to the workplace, as well as the dividend to be realized by fully including them at work.

In support of the campaign, IMPACTability will promote  [WhatCanYouDoCampaign.org](https://www.whatcanyoudocampaign.org/), which features grassroots tools and tangible ideas for supporting the Campaign’s goals, as well as video PSAs that challenge assumptions about people with disabilities and employment. IMPACTability will demonstrate our commitment in two ways. First, CDE guidance will be showcased on the [www.impactabilityusa.org](http://www.impactabilityusa.org) Disability Advocacy page. A direct link will also be available on our website footer. Materials will include an informative Fact Sheet, Discussion Guides, helpful resources for job seekers, employees, and employers, plus a free poster for Mentors. The powerful PSA “Because,” promotes the message that youth with disabilities should grow up expecting to work and succeed. The “I Can” PSA features real people with disabilities expressing what they “can do” on the job when given the opportunity. “Who I Am” reminds us to see one another for who we are and what we can contribute. The CDE’s latest PSA, “Mental Health at Work: What Can I Do?,” addresses the timely topic of workplace mental health and the roles we all can play in promoting workplace wellness.

Second, IMPACTability is committed to promoting What Can You Do Campaign resources during CareerReady!, our intergenerational career readiness and mentoring certificate program for college students with disabilities enrolled at the City University of New York (CUNY).

“We are thrilled that so many organizations have joined us in this important campaign,” said Jennifer Sheehy, Deputy Assistant Secretary of the U.S. Department of Labor’s Office of Disability Employment Policy, which sponsors the CDE. “Together, we can drive positive change by illustrating that at work, it’s what people can do that matters.”

**About the Campaign for Disability Employment:** Funded by the U.S. Department of Labor’s Office of Disability Employment Policy, the Campaign for Disability Employment (CDE) promotes positive employment outcomes for people with disabilities by encouraging employers, and others, to recognize the value and talent people with disabilities bring to America’s workplaces. Launched in 2009, the Campaign is a collaborative effort among ODEP and the following disability and business organizations: the American Association of People with Disabilities (AAPD); Disability:IN; the Employee Assistance Professionals Association (EAPA); the Employer Assistance and Resource Network on Disability Inclusion (EARN); the Job Accommodation Network (JAN); the National LGBT Chamber of Commerce (NGLCC); the National Organization on Disability (NOD); the Society for Human Resource Management (SHRM); Special Olympics (SO); and The Viscardi Center. Numerous other supporters are actively promoting the CDE message. To learn more, visit [WhatCanYouDoCampaign.org](https://www.whatcanyoudocampaign.org/).

**About** [**WWW.IMPACTABILITYUSA.ORG**](http://WWW.IMPACTABILITYUSA.ORG)**:** The mission of IMPACTabillity is to fight for equal access to employment opportunities for college students with disabilities. We empower students to break through workforce barriers and open doors through our intergenerational career readiness and mentoring certificate program CareerReady!

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