



NEWS RELEASE

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FOR IMMEDIATE RELEASE

COARC Introduces New Mascot

Mellenville, New York (May 30, 2008) COARC premiered its mascot Smiles, The COARC Butterfly, at The Starting Place 25th Anniversary Celebration, held on May 30th at Columbia-Greene Community College. This first appearance of Smiles, the COARC Butterfly, helped to spread COARC's mission of expanding abilities one person at a time, so individuals experiencing disabilities can achieve their individual goals.

The Starting Place is the children's preschool and daycare program of COARC, a Columbia County not-for-profit organization that provides an array of services and programs that benefit more than 600 individuals. Established in 1965, COARC is the Columbia County Chapter of NYSARC, Inc. It is primarily supported through state and federal funding, and also by individual and corporate members and other foundations. Information about employment, program services, membership and donation opportunities at COARC is available at www.COARC.org or 518-672-4451.

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