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LIFETIME ASSISTANCE WINS 3 NYSID AWARDS

LAICO Industries & Services: Member Agency of the Year

Also Employee of the Year & Outstanding Performer Award

Rochester, NY – **Lifetime Assistance Inc.** – Greater Rochester’s largest and most comprehensive agency serving individuals with developmental disabilities – received top 2010 honors from New York State Industries for the Disabled, Inc. (NYSID) in an awards ceremony in Albany last week for its employment and training division: **LAICO Industries & Services.**

“We are thrilled to be named **2010 NYSID Member Agency of the Year**,” says **Lifetime Assistance Inc. President and CEO James Branciforte.** “This year alone, LAICO has helped 300 New Yorkers with disabilities earn a paycheck and move towards greater independence.”

One of those New Yorkers is **Cheryl McCrea**, winner of NYSID’s second award: **2010 Employee of the Year.** McCrea, who began in Lifetime Assistance Inc.’s Day Hab (then Day Treatment) program in 1987, has worked her way up LAICO’s Janitorial Crew ladder, and now works independently at the Naval Reserve Center.

“Success stories like Cheryl’s show how important our work is,” explains **LAICO Director and General Manager Marty Reeners.** “Not only do we train and provide paid employment so that people with disabilities can help to support themselves, but the self-esteem and pride that comes with doing a job well and earning a living are an important part of a full, meaningful life.”

Karen Whitney, winner of the third NYSID award, the **2010 William B. Joslin Outstanding Performance Award**, began at LAICO in 1984 and currently works in Classified Shredding Services.

“Karen is not only an extremely conscientious worker, but she loves to put her great customer service skills to use on our twice-yearly Community Shred Days,” adds Reeners.

LAICO Industries & Services has employed up to 300 individuals at one time with developmental disabilities since 1978. Boasting a 26,000-square-foot, state-of-the-art production facility and warehouse (425 Paul Rd.) where employees train and work at light manufacturing, packaging and document shredding (**Classified Shredding Services**), LAICO’s service division provides janitorial work forces, catering (**Lifetime Occasions**) and assists employers in finding dependable personnel to fill their job openings (**Supported Employment Services**).

Lifetime Assistance Inc. – which has grown from a single day treatment program serving 32 people in 1978 to a comprehensive network which today serves more than 1,800 people annually at 50 locations – plans to celebrate the awards during an **October 15th** event which will also feature awards presentations to area business partners, including the Golisano Foundation, My Digital Office, Wegmans and the Sutherland Group.

Media please note: high-resolution award ceremony photos are available, and interviews as well as photo/footage opportunities may be arranged.

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