



C. Blohm & Associates Launches Special Needs Division

The award-winning, education-based PR firm brings visibility to a growing sector

MADISON, Wis. (April 9, 2013) – [C. Blohm & Associates, Inc.](#), (CB&A), announces the launch of its Special Needs Division, making it the first public relations firm to specialize in this growing market. As established experts in the education industry, CB&A has expanded its services to create visibility campaigns in both the education and special needs markets. Emily Embury manages the Education Division, while Carie Breunig manages the new Special Needs Division.

“CB&A believes that all students deserve the chance for a quality education,” said CB&A Founder and President Charlene Blohm. “After following trends in special education for more than 20 years, this division is a natural extension. There is an increasing demand for products and services to support the special needs community, which goes beyond schools into homes and therapy settings.”

With extensive education experience providing a gateway into the industry, the firm is helping companies gain visibility in an underserved market. CB&A continues to assist clients in the education sector, but now offers improved capabilities and expertise for reaching audiences in the special needs community as well. Through established media and industry relations, the firm provides the connections and guidance necessary to navigate the diverse special needs marketplace.

“The opportunities for special needs product development are endless, and many existing education products could be used as resources for special education teachers as well,” said Breunig. “Our primary goal for the new division is to support companies that serve the best interests, and the unique skills, of the special needs community.”

The launch coincides with Autism Awareness Month and addresses the growing prevalence of the disorder. Autism spectrum disorder (ASD), which affects communication, social interaction, sensory processing and motor skills, is diagnosed in an estimated 1 in 88 children, and the incidence appears to be rising, according to a new survey by the National Center for Health Statistics.

“More children are being diagnosed with autism than with AIDS, diabetes and cancer combined,” said Blohm. “A projected 1 million children with autism will be in the U.S. school system by 2014, but their needs don’t end after they leave school for the day or even after they exit the school system. We are passionate about spreading awareness and acceptance, and making a difference for all individuals.”

About C. Blohm & Associates (CB&A)

C. Blohm & Associates, Inc., is the premier public relations firm specializing in visibility campaigns for the education and special needs industries. This award-winning agency creates visibility campaigns that drive results for clients. Passion, imagination and commitment are hallmarks of this dynamic team that focuses on the importance of providing everyone with the chance to learn. CB&A crafts customized integrated marketing communications that resonate with influencers and drive results for clients, because after all, Visibility Matters. For more information, visit www.cblohm.com.

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