High Road and Ability Online team up to help connect young people with disabilities

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High Road's passion for helping children and tech PR expertise provides non-profit Ability Online with support to increase awareness of Web portal for disable youth

High Road Communications today announced that it will be working with non-profit organization Ability Online to promote the cause of empowering children through technology. Ability Online is a free and monitored online support community that connects children with disabilities or illnesses in a protected Web-based environment. High Road will provide Ability Online with public relations expertise, project support and strategic counsel to help raise awareness amongst potential users and a broader Canadian audience.

The mandate of Ability Online is to connect young people with disabilities – and also their family and friends – through technology, which makes partnering with High Road Communications a natural fit. In a password-protected, Web-based environment, Ability Online offers monitored topical discussion threads, email and chat facilities, and activities where kids can come together and simply be kids. For members who are ready, Ability Online also provides learning modules and access to homework tutors and job coaching experts, as well as private communities to off-line support groups, which are particularly helpful for organizations whose outpatients are restricted by geographical barriers. High Road consists of a passionate team of communicators and strategists who understand the power of technology and the media, and will use their skills to highlight the important work of Ability Online.

"We are honoured and excited to be part of High Road Communications corporate responsibility program," said Elizabeth O'Neil, Managing Director of Ability Online. "We know from High Road's reputation that we can expect amazing results."

As the focus of its Corporate Responsibility Initiative, High Road Communications will work on building media relations and generating coverage through various initiatives, including issuing press releases for major Ability Online programs, helping develop a new web site and promoting inspirational personal stories from its members. High Road employees will also directly be involved with the site members through volunteer activities to provide social support.

"Ability Online allows High Road Communications to do what we do best: communicating about the benefits of technology. Ability Online is a charitable organization that the entire High Road team is excited about and where we actively use our expertise to help children," said Mia Wedgbury, President and Co-founder, High Road Communications. "We will, so they can."

About High Road Communications

High Road Communications is an award-winning public relations firm serving technology and digital lifestyle companies across North America from offices in Toronto, Ottawa, Montreal and Vancouver. Since 1996, High Road has helped clients drive awareness, credibility and sales worldwide through customized communications programs. The agency's expertise is channelled into six practice groups: Consumer Technologies; Hardware, Display & Design; Industries & Verticals; Interactive Entertainment; Software, Services & Security; and Telecom, Networking & Wireless. High Road is ranked as the No. 2 small and medium employer in Canada by Queen's School of Business and Queen's Centre for Business Venturing. For more information, please visit www.highroad.com.

About Ability Online

Ability Online is a registered charity that provides a national online friendship network with global reach for children and youth with disabilities or illness, as well as their friends and family, caregivers, and related health professionals. The program provides 24/7 access to a protected, monitored and bully-free online environment that promotes the well-being of its members. In addition to online support, we also provide opportunities for information sharing, skill development and peer mentorship. Membership is open to anyone, and is free of charge. Ability Online currently has 3,300 active members sharing experiences and finding support through the power of the keyboard. For more information, please visit www.abilityonline.org.

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