



Press Release
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For Immediate Release
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SP Ableware - Maddak

SP Ableware - Maddak Holds Fundraiser To Benefit Awareness of Occupational Therapy

Wayne, NJ – May 1, 2018 – SP Ableware – Maddak, maker of Aids for Daily Living (ADLs), recognizes the value of Occupational Therapists to the healthcare profession and this year decided they could do more to help spread the work. As part of their exhibit at the American Occupational Therapy Association (AOTA) 2018 Annual Conference and Expo in Salt Lake City, SP Ableware - Maddak used an interactive Home Modification theme that resulted in a \$500 donation to The Fund to Promote Awareness of Occupational Therapy, a charitable organization created by AOTA to increase public awareness around the value of the Occupational Therapy profession.



Called *Raising the Roof*, SP Ableware asked booth visitors to share a Home Modification Tip on their house-themed goal tracking wall and pledged to donate \$5 per tip up to \$500. "Together, with the help of the OT community, we successfully reached our goal with over 100 Home Modification Tips shared by enthusiastic conference attendees," said Carolyn Dorfman, Product Marketing Associate of SP Ableware – Maddak. "OTs are fiercely passionate about what they do and the impact they have on enhancing the lives of patients through the therapeutic use of innovative products and solutions. We're honored to help promote the value of their profession because we are inspired by what they do."

SP Ableware - Maddak's commitment to Occupational Therapists is an on-going effort centered on their OT Circle Program. "Through the program, we can engage with Occupational Therapists and support their



profession by providing networking and resource opportunities” explained Dorfman. Membership is free and open to professionals and students of Occupational Therapy and related professions. More information on the program is available at www.bit.ly/maddakotcircle.

In conjunction with the Home Modification theme, Maddak brought many of the free resources made available to Occupational Therapists to the show and will be sharing the contributed Home Modification Tips as part of their educational support efforts. Dorfman went on to say that “Home Modification is a very active topic right now as baby boomers look to age-in-place. Occupational Therapists often play an instrumental role in creating individualized care plans to ensure older adults can stay in their homes, longer.”

About SP Ableware - Maddak

SP Ableware - Maddak manufactures products that simplify the tasks of daily living - eating, drinking, dressing, grooming, bathing, toileting, etc. - for seniors, people with disabilities and people undergoing rehabilitation. The company mission is to provide quality products that enable people to maximize their independence and remain active despite any limitations they may face. Marketed under the Maddak brand name, the product line includes over 500 products sold through medical and hospital supply centers, pharmacies, home care centers and internet outlets. Headquartered in Wayne, NJ, SP Ableware is the largest U.S. manufacturer of assistive devices, clinical modalities, home healthcare and rehabilitation products. For more information visit www.spableware.com.

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