



Bridgewell: new name for Greater Lynn Mental Health and Retardation Association

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Change reflects organization's mission of serving people within Lynn as well as sixteen other communities on the North Shore.

Greater Lynn Mental Health and Retardation Association has a new name and logo, effective immediately. The change in name better reflects the work and the range of services the organization provides.

“After a deliberate process, including months of research, input from the people we serve and our staff, we are very pleased to announce our new name, Bridgewell,” said Robert Stearns, chief executive officer. “The word ‘bridge’ suggests a structure or system of services supporting people through the many different challenges that they may face, and the ‘well’ is not only for good health, but for being in good situations.”

The new name and logo set a positive tone for the people who work for the association along with those it serves. After surveying the association's clients, the need to remove stigmatizing language from its name became evident, thus the process began.

“Regardless of its name, the mission of Bridgewell will remain the same. As one of the state's largest and finest social-service agencies, it will continue to provide excellent services,” added State Representative Steven Walsh, from the 11th Essex District. “Even with a new name, the organization is still committed to serving Lynn's population and employing many of our city's residents.”

About Bridgewell

Bridgewell is a private, nonprofit organization providing services to people with disabilities in 17 communities north of Boston including Lynn, Saugus, Peabody, Wakefield, Danvers, Beverly, Melrose, Swampscott, Medford, Salem, Lowell, Chelmsford, Tewksbury, Billerica, Haverhill, Lynnfield and Merrimac.

Bridgewell specializes in serving more than 2600 people a day with mental illness, mental retardation, dual diagnosis, as well as the homeless, individuals with a forensic background, and individuals who are economically disadvantaged. Because of the scope

of its programs, Bridgewell is able to focus on the individual and respond quickly to the changing needs of its clients.