

‘Bridgewell’ is their new name

Friday, September 9, 2005

Effective immediately, the Greater Lynn Mental Health and Retardation Association has the new name of “Bridgewell.” 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 sets 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.

Bridgewell is a private, non-profit organization providing services to people with disabilities in 17 communities north of Boston including Melrose.