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**GREATER LYNN MENTAL HEALTH AND RETARDATION ASSOCIATION
CHANGES ITS NAME TO BRIDGEWELL**

New name reflects organization's mission of serving people within Lynn as well as sixteen other communities on the north shore.

Lynn, Mass September 7, 2005 – Greater Lynn Mental Health and Retardation Association is pleased to announce its 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. 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,” said Robert Stearns, Chief Executive Officer. “The name along with our new logo, sets a positive tone for the people we work with, and the work we do. Unfortunately, there is still a stigma attached to people in need of services, we wanted to remove that from our name.”

“Regardless of its name, the mission of Bridgewell will remain the same. As one of the state’s largest and finest social service agencies and it will continue to provide excellent services,” added State Representative Steven Walsh, from the 11th Essex district. “In some sense, the organization outgrew its name a long time ago, since it provides services to multiple communities on the North Shore. Even though you can take Lynn out of the name, the organization is still committed to serving our city’s population and employing many of our city’s residents.”

About the Bridgewell

Bridgewell is a private, non-profit 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 and Merrimac. Bridgewell provides services to 600 hundred people each day. Bridgewell specializes in providing services to people with mental illness, mental retardation, dual diagnosis, HIV/AIDS, as well as the homeless, individuals with a forensic background, veterans and individuals who are economically disadvantaged. Because of the scope of its programs, Bridgewell is able to provide individually focused services and respond quickly to the changing needs of the people it serves. More information on Bridgewell can be found at www.Bridgewell.org.

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