



MOVEMENT
CENTRE OF MANITOBA
teaching independence - transforming lives

MEDIA RELEASE

THURSDAY, FEBRUARY 21ST IS NATIONAL CE AWARENESS DAY **Media Interview Opportunities**

CONDUCTIVE EDUCATION REHABILITATION AT THE MOVEMENT CENTRE OF MANITOBA

In Winnipeg, children and adults with neuro-motor challenges are learning how to become more mobile, functionally independent and self-confident through a dynamic rehabilitation and learning system called Conductive Education or CE.

BRODY'S STORY

Michelle Oake's young son Brody attends the Movement Centre. He was born severely neurologically impaired and is globally delayed in all areas. "Before finding the Movement Centre it was hard to stay hopeful. Neurology was saying things like he is a child that will never walk and he would be a child that would never talk. I'll never forget those words of the never. Here you walk into the door and you feel just so much hope." Oakes says she is in awe of how far Brody's come in such a short time. "Last year he was just starting to take independent steps in his walker, now he's blown us away in every single area, he's running, and dancing. Physically, cognitively we see him blossoming and have so much more hope for his future."

#StandUpForCE #ICan #WeCan

Canada's premier Conductive Education facility - the Movement Centre of Manitoba, is located on North Henderson Hwy in Winnipeg, MB.

The Movement Centre is a registered charity that provides Conductive Education rehabilitation programs for children and adults with neuro-motor challenges, including those with Cerebral Palsy, acquired head injury, stroke, Parkinson's, Multiple Sclerosis and spina bifida.

CE operates on the premise that no matter how severe the disability, people can learn and improve when they are motivated. Conductive Education helps individuals learn their way to functional independence, gain or re-gain mobility and increased confidence.

Executive Director, Olivia Doerksen says the Centre is working at ensuring that those who can benefit from their programs have access to them. "We've had 20 years of success in providing Conductive Education rehabilitation to our clients. We know there are many more individuals in the community we could be helping, National CE Day is a perfect opportunity to educate the public on how Conductive Education is improving the lives of so many Manitobans."

20 YEARS OF RESULTS

“I’ve been a pediatrician for 35 years and the Movement Centre has been going for 20 years, so I’ve seen 20 years of results.” Dr. Nigel MacDonald is a retired pediatric specialist. He says CE works by challenging the child. It’s quite rigorous, it’s repetitive. It teaches the brain to overcome the loss of function from the injury and re-establish that function or movement with the ultimate goal to try to get all these children to be ambulant. All parents are going to do everything possible for that child and want to find the best treatment modality for that child and in my opinion, Conductive Education is that.”

CE CONDUCTORS LEAD THE WAY

Conductive Education programs are held in a group setting and are led by CE Conductors like Chris Martin. “Our clients here need to work on every skill in their everyday life. We always push our clients to work to their potential, we always work in a group setting. One of the reasons for that is that it is very hard to say I can’t when you are around 6 other people who say I can.”

FUNDING

The Movement Centre does not receive government funding. Fundraising is essential to help keep costs affordable for clients and families, donations and grants allow the Centre to subsidize fees.

FOR MORE INFORMATION AND TO SCHEDULE INTERVIEWS PLEASE CONTACT:

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[Welcome To the Movement Centre](#) [Brody’s Story](#) [Olivia’s Story](#)