



For immediate release

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Autism Intervention Services rebrands to VIVA Therapeutic Services

FREDERICTON - Autism Intervention Services has officially rebranded to VIVA Therapeutic Services, a change meant to reflect a worldwide shift in best practices in the field of autism. This rebranding and renaming reflects VIVA's commitment to be compassionate, and affirming of neurodiversity in our society.

"Our organization is dedicated to remaining on the cutting edge of this rapidly-evolving field, and our name change is an outward-facing result of deep introspection into our core values," said VIVA's CEO and founder, Danielle Pelletier. "VIVA represents a celebration of our employees' dedication to evolving best practices and a celebration of our clients."

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VIVA is the contracted provincial bilingual provider for preschool autism services, helping more than 500 children with autism and their families live full and successful lives throughout New Brunswick.

"We celebrate the growth and accomplishments of our learners every day, whether this is a new food tried, a new word learned, or a new friend made," Pelletier said.

At VIVA, the programs are dedicated to building trusting relationships, providing quality therapy and making every teaching moment count. VIVA values teamwork, integrity, quality, dignity, diversity and joy; these core values drive the culture throughout the organization.

Each child has unique needs, and VIVA tailors services to best support and celebrate each individual child's learning.

"We take pride in our work, which is supported by our evidence-based practices. The field of autism is constantly evolving, and we want our clients to know we are proud to use the most up-to-date practices that are linked to our strong organization values." said Pelletier.

Confirming the organization's dedication to quality and innovation, they were recently awarded the Fredericton Chamber of Commerce's Business Excellence Award in the large business category, recognizing businesses with greater than 50 employees with a reputation of professional integrity, excellence in service and strong community support.

Together, we help each child flourish /
Ensemble, nous aidons chaque enfant à s'épanouir

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The term 'viva' represents life and growth, celebration and joy. The name celebrates VIVA's focus on the continued professional development of their employees and finding joy as we help each child flourish.

"With our new name comes a new website, email addresses and signage, but what won't change is our dedication to the quality service we provide families across New Brunswick," Pelletier said.

VIVA's corporate office is based in Fredericton and the organization has regional offices in Fredericton, Saint John, Moncton, and Beresford plus a number of satellite offices across the province. VIVA employs over 300 highly-trained staff.

To learn more, visit www.vivanb.ca

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WE'D LIKE TO
INTRODUCE...



NEW NAME
SAME SERVICE

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