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For Immediate Release

Monarch Launches 'The Dream Revolution'

What is the Dream Revolution? It's a new way of thinking about people, a new way to look at people for their abilities, not their disabilities. Monarch strives to cultivate a better understanding of the people they support. By providing community connections and personalized support, Monarch is making the "dream" a reality. The non profit is reaching out to others asking them to support 'The Dream Revolution' and help dreams take flight for the people they serve by viewing their new viral video.

The organization created an e-video with the help of design firm Indiblu Creative and production company Mad Toy Box Films. The video highlights 'The Dream Revolution' by having community members, former Carolina Panther Mike Minter, staff, and people supported by Monarch to speak about their dreams, statistics and life experiences that effect people with disabilities each day.

The concept of the video is to inform people about the worries of families who have adult children with disabilities and what will happen to them as they age, and that mental illness doesn't discriminate against race or social status. "The design of the video is intended to motivate and uplift people, while expressing the real dreams of people with disabilities" says Dr. Peggy Terhune, CEO, Monarch. "This is not a hand out, but a help up" states one of the participants in the e-video. The organization is asking for people to consider donating \$5, \$10, or \$15 to the 'Dream Revolution' to help Monarch to continue their mission of supporting people with disabilities. The mantra for the video, "Get Help, Give Help" is designed to encourage people to seek services from Monarch as well as give in any capacity that they can whether it be through a monetary donation or by volunteering their time, everyone has the opportunity to make a difference in the lives of others.

The viral video is viewable on the Monarch website at <http://www.MonarchNC.org> or click the WATCH button below. The video can also be sent via email and uploaded to social networking sites such as Facebook. This new marketing tool allows the organization to reach people who may otherwise overlook something similar in traditional media.

WATCH

Monarch is a nonprofit organization providing support and resources to people with intellectual and developmental disabilities, mental illness and substance abuse issues from 44 counties across North Carolina. They are a charter member of the national organization known as The Arc. For more information about how Monarch helps "dreams take flight", please call 1-800-230-7525 or see us online at <http://www.MonarchNC.org>.