

## news release

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## 50 years of Lambs Farm: a rich history and future of promise

*Libertyville, IL* - In September of 1961 Bob Terese and Corinne Owen opened the doors of a small pet shop on Chicago's State Street. There, 12 men and women with developmental disabilities attended to myriad details including caring for the animals, stocking shelves, maintaining inventory, and assisting customers. This unique store was the nation's first non-sheltered work location for those with developmental disabilities, and would serve as the basis for Lambs Farm's vocational programming. Immediately the store's opening garnered attention, and soon Terese and Owen were at the forefront of the campaign to change society's views about those with developmental disabilities. Today, 50 years later, Lambs Farm continues that quest, and has become a model for its innovation, welcoming visitors from all over the world looking to create a similar organization.

Despite 50 years of innovative programming and services, many people are unclear as to what exactly Lambs Farm does. Ask anyone, and they'll probably say it's that farm you see from the highway. Perhaps they'll tell you that Lambs Farm is the place that cares for kids with disabilities. Still others may say that Lambs Farm is the place they took their kids for a nice day to pet sheep and goats, and ride the train around the lake.

In reality, Lambs Farm is a special place where adults with developmental disabilities work, live, partake in recreation and so much more. It's a place where staff members create an environment in which the men and women are safe and empowered to choose the working and living environments that best suit them, decide how to spend their free time, and learn new skills and hobbies. It's a place where volunteers - individuals, groups and corporations - make a difference in the lives of nearly 250 Participants every year. It is a community where families can come to teach their children about people with disabilities. Lambs Farm is about helping people and helping people help themselves. It is about self-reliance, hard work and a nurturing environment, all working together to cultivate human fulfillment. Simply put, Lambs Farm is a place *Where People Grow*.

In order to better communicate Lambs Farm's mission and story, the organization underwent a process of creating a new brand, complete with new logo, tagline and mission statement. The new look is more contemporary and better expresses the essence of the organization

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*Helping people with developmental disabilities lead productive, happy lives and connecting with the human spirit in us all.*

celebrating  
**50** years  
of service

“Our new strategy doesn’t change what we do, it simply better describes our mission and how we work to achieve it,” said Dianne Yaconetti, Lambs Farm President and CEO. “In addition, the new look and feel is just a start as we embark on our next 50 years.”

The release of the new branding strategy is just one of many initiatives in this year of special celebrations. The year will be capped off with a special 50<sup>th</sup> Anniversary Gala, *Growing the Legacy*, to be held on September 17 at the Hilton Chicago.

For more information or to join in the celebrations, contact Lambs Farm at 847.362.4636 or visit the website at [www.lambsfarm.org](http://www.lambsfarm.org).

*Lambs Farm is a premier nonprofit organization whose mission is helping people with developmental disabilities lead productive, happy lives and connecting with the human spirit in us all. Based near Libertyville, Illinois, Lambs Farm strives to maintain exemplary vocational, residential and recreational programs, and to operate our organization in a manner that will continue to help people grow.*

**NOTE: Interviews/photos with staff and Participants will be arranged upon request.**