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FOR IMMEDIATE RELEASE

BRIGHT FUTURE FOR BAMSI

Brockton, MA [MAY 27, 2022] Brockton Area Multi-Services Inc., or BAMSI as it is more commonly known, will be unfurling a bright new look over the next several months.

The 47-year-old human service agency is emerging from the pandemic with a refreshed brand; One designed to celebrate its commitment to providing individualized, caring, and compassionate services to a diverse population.

The rebrand effort goes beyond colorful, eye-catching signage. This will become apparent with upcoming innovations which include launching a streamlined central intake process and building a behavioral health hub in downtown Brockton.

BAMSI CEO, Peter Evers, stresses, “The fundamental mission and work that we do here isn’t going to change. We want to make it simpler to access our system of care and to break down barriers between our programs, so there is no ‘wrong door’ to receiving the services you need.”

BAMSI is in the process of transforming its extensive network of services into a simple to navigate system of care. Step one involved reorganizing over 120 programs into four easy to identify Sub-Brands.

BAMSI Home includes all group homes and supported living arrangements for individuals with developmental, intellectual, or psychological disabilities, traumatic brain injuries, or other challenges that make independent living difficult.



BAMSI Health offers caring, individualized, comprehensive care to individuals and families struggling with health-related challenges, including mental illness, substance use disorders, HIV/AIDS, and other complex diagnoses.

BAMSI Kids encompasses an array of services addressing physical, emotional, intellectual, and social development of programs and supports for children, from birth through adulthood. It includes Early Intervention, family centered wraparound coordinated care, nutritional assistance, and a new Youth Access Center for teens.

BAMSI Community is about bringing people together and lessening social isolation. It includes community based programs and support groups for individuals living with mental illness, in recovery, the elderly, transgendered individuals, and other groups that often encounter social stigma.

BAMSI plans on reintroducing itself to the communities it serves with a number of exciting new initiatives over the next year.



ABOUT BROCKTON AREA MULTI-SERVICES, INC. (BAMSI)

Founded in 1975, BAMSI is a non-profit human service agency providing services to adults and children with developmental disabilities, mental and behavioral health challenges and public health needs. BAMSI's mission is to empower people and enrich their lives through compassionate support and diverse services, one individual, one family at a time. For more information, visit www.bamsi.org, or follow us on social media.

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