



FOR IMMEDIATE RELEASE
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**BULAWA NAMED SPECIAL NEEDS COLUMNIST
FOR PARENTS AND KIDS**
Appointed to Publication's Editorial Advisory Board

NORTH ANDOVER, Mass. – Wendy Bulawa has been named Special Needs columnist for *Parents and Kids* (www.parentsandkids.net), a monthly parenting publication serving more than 100 communities throughout Massachusetts.

A former volunteer at Children's Hospital/Boston, Bulawa understands well the severity of childhood illness and its affects on parents. Now, the mother of a child with Down syndrome, Bulawa has made a concerted effort to learn more about the special needs community as well as the various physical, mental, psychological, emotional and genetic conditions which today affect our children. In doing so, she has established a network of contacts committed to raising awareness of everything from mainstreaming in public schools to support groups in the Bay State.

Bulawa was invited in the Fall 2006 to become the special needs liaison for *Parents and Kids*, and today dedicates a monthly column to special needs topics of interest. She was also appointed to *Parents and Kids'* Editorial Advisory Board, which helps guide the content and focus of the publication throughout the year.

"We (*Parents and Kids*) sensed a void in media coverage and resources for parents of children with special needs. Through Wendy's insightful and information-packed articles, parents now have a reliable place to turn to for the latest on topics ranging from genetic testing to local playgroups, sport programs and more," said Heather Kempkie, editor of *Parents and Kids* magazine. "Wendy's personal commitment and passion for children with special needs gives each article a sense of warmth and understanding that I know our readers are grateful for."

Bulawa, who is founder and principal of Image Professors, Inc., a creative marketing communications consultancy, has long been an active volunteer in the community and has provided *pro bono* public relations support to numerous local non-profit organizations. Her philanthropic spirit and desire to give back has benefit groups including the Massachusetts Down Syndrome Congress, Cailey's Friends of New Hampshire, Rainbow Tribe, City Year/Boston and the Alzheimer's Association, to name a few.

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“*Parents and Kids* is what I would consider a highly progressive parenting publication as it has made a serious commitment to special needs and education about topics that have often been swept under the rug,” said Bulawa. “I’m honored to be a member of *Parents and Kids* editorial team, and excited about the prospect of delivering valuable information to our readers—many of whom have children with special needs.”

Story ideas for *Parents and Kids* special needs columns should be sent to parentsandkids@cnc.com.

About Image Professors, Inc.

Committed to the highest standard of excellence, Image Professors was founded in 1999 as a strategic public relations and communications consultancy. Based in metro Boston, the heartland of New England’s technology center, Image Professors’ client roster contains members from the high technology, consumer and non-profit sectors. The firm specializes in media and analyst relations and innovative communications campaigns which require a creative edge. More information can be found on the organization’s web site located at www.imageprofessors.com.

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