

Canadian Association for Supported Employment 2026 Disability Employment Awareness Month (DEAM)

Sample Press Release

Notes:

- Place on your organization's letterhead.
- Replace yellow highlighted areas with your information.

Celebrate Disability Employment Awareness Month

For Immediate Release – October 1, 2026

Halifax, NS - [Insert your organization's name here] and other community organizations across Canada are celebrating Disability Employment Awareness Month (DEAM) to recognize the workplace inclusion of persons who experience disability.

One in five working-age persons in the labour force in Canada experience disability.¹ As our workforce ages, more skilled workers may choose to retire due to workplace barriers, including ageism and lack of knowledge about disability and accommodations.²

Chances are we will all experience disability at some point in our life. Disability can be non-apparent, like arthritis, chronic pain, and being hard of hearing. It can be temporary or episodic, like a migraine, a broken ankle, anxiety, or grief.

Inclusive workplaces reduce barriers for persons experiencing disability—and they benefit all workers. Inclusion can be as simple as being flexible with schedules and offering remote options. Regular communication with each employee about what they need to do their job and next steps in their career—with follow through—strengthens trust and helps to build an inclusive culture.

In 2010, Manitoba was the first province to proclaim DEAM, followed by Saskatchewan, Alberta, British Columbia, and Ontario in ensuing years. More recently, Québec, New Brunswick, Nova Scotia, Newfoundland and Labrador, Nunavut, and Prince Edward Island have proclaimed October DEAM.

Despite the efforts that have been made to diversify the Canadian labour force, according to Statistics Canada the unemployment rate in 2024 for persons with disabilities was 8.1%, compared to 5.6% for persons without disabilities.³

“The research suggests that many people who request accommodations at work face challenges,” says [your organization’s Executive Director/spokesperson], the (role/position) at [organization’s name]. “Their request may be denied, or they face stigma and even retaliation. The two most important things employers can do is inform themselves about disability and workplace inclusion and trust their workers when requests for accommodations are made.”⁴

Employers who need assistance or resources on disability inclusion in the workplace can contact (your organization name and contact) or check their website (website url).

The Canadian Association for Supported Employment (CASE) is a national non-profit association that works with employment service providers, employers, industry associations, and community allies toward employment inclusion of persons experiencing disability in Canada.

Show your support for DEAM by downloading social media posts, digital banners for email and websites, and printable materials from the CASE website:
www.supportedemployment.ca/initiatives/disability-employment-awareness-month/

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Media Contact:

Contact for your organization: Name, Job Title

Name of your organization

Telephone | Email

Sources:

1. Statistics Canada. Labour force status of persons with and without disabilities aged 15 years and over, by age group and gender. Released March 28, 2024.
<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1310037701>
2. Employment and Social Development Canada. Bridging the Gap – Report on Disability Inclusion in Canadian Workplaces. 2024.
<https://www.canada.ca/en/employment-social-development/corporate/disability-inclusion-business-council/report-bridging-gap.html>
3. Statistics Canada. Labour market characteristics of persons with and without disabilities, 2024. Released May 14, 2025.
<https://www150.statcan.gc.ca/n1/daily-quotidien/250514/dq250514b-eng.htm>
4. Signal49 Research and Canadian Association for Supported Employment. Research on Disclosure and Inclusive Mentorship for Adults Experiencing Disability. 2025.
<https://www.supportedemployment.ca/signal-49-research/>