

Attention News / Health Editors:

Born with Cerebral Palsy and Deafness, Muki is the epitome of Ability Beyond Disability

Toronto, ON, April 22, 2008 -- MukiBaum Treatment Centres announced today the launch of the *Match Muki Campaign*. Michael (Muki) Baum, the namesake of MukiBaum Treatment Centres and an individual who was born with Cerebral Palsy and deafness, has, dollar-by-dollar, single-handedly raised more than \$450,000 for people with complex disabilities over the last 20 years.

Now Muki is challenging the world to match his fundraising efforts in order to raise money for MukiBaum Treatment Centres' new *Centre For Ability*. Throughout the duration of the campaign, the public can show their support by matching the money Muki raises on one day, one week, one month, or the total-to-date. The campaign will run for the duration of the *Possible Dream Capital Campaign* until December 2009. To participate, go to www.mukibaum.com/match_muki/.

Muki is a shining example of what a person with a disability can achieve when given the chance. The Founder of MukiBaum Treatment Centres and Muki's mother, Dr. Nehama Baum, PhD, C. Psych said "People with disabilities are people first and are capable of vast achievement and success beyond their disabilities. My son Muki is a symbol of that. This is what the Centre For Ability stands for. If Muki can do it so can every child and adult we support! This is what I believe in. This is what we stand for. And this is what we have been practicing at MukiBaum for the last 28 years."

The Capital Campaign Muki is supporting is raising funds for the conversion of a 53,000 sq ft building at 40 Samor Road in Toronto. It was a former retail manufacturing warehouse that is being transformed into a state-of-the-art new facility for children and adults with complex disabilities to be named the Centre For Ability.

This new building will allow even more children and adults with complex disabilities to benefit from MukiBaum's leading edge treatments, ground breaking research, tireless dedication and advocacy. It will house all of MukiBaum's adult day treatment programs and specialized children's programs under one roof and will enable MukiBaum to expand its reach and develop after school programs for children and adults with complex, challenging disabilities from the community including various minorities in which disabilities are still stigmatized.

The Centre For Ability will be a highly specialized environment, designed to meet the special needs of the children and adults served. The accessibility features include attention to sound, light, space sensitivity and more. The Centre For Ability will be a friendly and supportive environment for the people it serves thus eliminating their impulse to express their stress via extreme behaviours. The Centre For Ability opens in May 2008.

The story of Muki and how MukiBaum Treatment Centres came to be is a moving one. Muki's mother, Nehama Baum, completed her Social Work studies in Tel Aviv, Israel in 1958, with a specialization in family therapy for families who had a child with Cerebral Palsy (CP). In a twist of fate, Nehama gave birth to her son, Muki, on September 1st, 1959. Not only did Muki have Cerebral Palsy, but he was also deaf.

When Muki was five months of age, doctors told his parents that "he will be a piece of meat you will carry with you all your life: put him in an institution." His parents decided to ignore the doctor's advice and instead use his mother's professional expertise to help Muki learn and develop.

When Muki was 8 years old, Nehama was able to return to school. She acquired an undergraduate and graduate degree in Special Education and Counselling. Nehama was able to use her expertise as a psychologist and a mother of a child with Cerebral Palsy to enable her son Muki to learn and develop. She was also able to help other families in similar situations and to mobilize the educational system in Israel and then Canada to help other children like Muki.

After moving to Canada in 1976 with Muki in search of better life opportunities, Nehama received her Ph.D. in Psychology from the University of Toronto. In 1979, she founded MukiBaum Treatment Centres because she discovered that children with such challenging complex disabilities were frequently falling between the cracks of the system.

MukiBaum Treatment Centres (www.mukibaum.com) is a non-profit charitable organization for children and adults with dual diagnosis (developmental disabilities and emotional / psychiatric disorders), as well as autism, Down's syndrome, Tourette's syndrome, Prader Willi, and other rare conditions.

Over the years, MukiBaum has evolved into a multi-service treatment agency which provides innovative, unique and individualized day treatment and residential services to the people it serves. Since its inception, MukiBaum has pioneered the use of psychotherapy, including play, music and art therapy in the treatment of people with complex disabilities. In addition, sensory therapy has become an integral part of all of MukiBaum's programs thus meeting the needs of the children and adults who suffer from various sensory challenges.

MukiBaum Treatment Centres has been transforming the lives of children and adults with complex disabilities for over 28 years. Its' mission is to provide children and adults with complex disabilities the opportunity to develop their talents, actualize their potential, fulfill their ability, achieve personal growth and become contributing members of society.

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To see "A Day In the Life of Muki" video and to learn more about the Match Muki Campaign, go to www.mukibaum.com/match_muki/ .

For more information on MukiBaum, the Possible Dream Capital Campaign, its innovative treatments and more, go to www.mukibaum.com and click on "Media & Press"

For further information or to schedule interviews contact:
Ashley Grant, O: 416-630-2222 ext 228, E: ashley@mukibaum.com