



NEWS RELEASE

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Stepping Stones Crisis Society

October 17, 2022

Dr. Margaret Savage Crisis Centre Society (DMSCC) Announces Name Change to Stepping Stones Crisis Society.

DMSCC changes its name to align with the natural growth of programs and steps mirrored through services to encompass the continuum of care.

COLD LAKE - The Dr. Margaret Savage Crisis Centre announces today that it has changed its name to Stepping Stones Crisis Society.

The organizational growth over the last forty years and program expansion guided natural next steps into the name change. The new name reflects more accurately the steps, or programs, provided to community members accessing supports and services, and is in line with the current cultural context of the community.

Providing supports and services to victims and survivors of family violence remains the priority of Stepping Stones. Existing programs, including emergency residential shelter, 24/7 Helpline, second-stage housing program, community support services, and community programming will not be disrupted or impacted as the Society take steps into rolling out the rebrand.

The rebranding will happen in stages and is expected to be completed by late December 2022.

“Dr. Ella Margaret Savage’s legacy with our Shelter is an important one and she will always be an important anchor in the history of our organization,” said Susan White, Executive Director for Stepping Stones Crisis Society. “Her forward-thinking vision and advocacy continues to inspire us, and we’re proud to be able to continue her legacy today. We will continue to honour her namesake through Ella’s Closet, one of our two social enterprises that supports our fundraising efforts through community donations to support the continued growth of our programs and services.”

Stepping Stones looks forward to stepping into this new, exciting chapter as they continually strive to offer the best possible services and supports to clients and the Lakeland community. Stepping Stones is grateful for the continued support of the Lakeland.

About Stepping Stones Crisis Society

Stepping Stones Crisis Society (formerly Dr. Margaret Savage Crisis Centre) is passionate about the prevention of family violence through public awareness, outreach, and supports. The Society has been in operation since 1981, offering safe and secure shelter and supports to women and children in crisis, assisting individuals and families by providing resources and advocacy, and educating the public to create partnerships to prevent family violence and build stronger communities.



STEPPING STONES
Crisis Society

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