



Exceptional Youth Services

**Detroit Institute for Children rebrands to Boldli,
reflecting the need to meet statewide demand for programs
and services for youth with diverse abilities**

DETROIT – August 12, 2024 – Detroit Institute for Children, a non-profit that provides screening, programming, education and clinical services to young people with diverse abilities and their families throughout Metro Detroit and across the state, today announced it has rebranded under a new name: Boldli. This rebrand, happening for the first time in more than 50 years for the organization, addresses its expansion beyond Detroit to accommodate a growing statewide youth population with diverse abilities, as well as responds to the evolution of the field of diverse abilities.

For example, nationwide, [ADHD is now the most common childhood-onset neurodevelopmental disorder](#), and [autism is the fastest growing developmental disorder](#). In Michigan, the number of students in special education has at least doubled in the last 50 years; [13-14% of its public-school students are reported to have diverse abilities](#).

“Our new name embraces who we truly are and aligns with our bold belief that homes, schools, neighborhoods and communities should be places where diverse abilities are not just supported, but also anticipated, welcomed and become part of everyday successes,” said Heather Martinez, CEO of Boldli. “Operating under this new name puts us in a strong position to build the organization toward providing exceptional youth services to even more students in our state.”

Today, Boldli’s team of more than 80 serves young people ages 0-26 and will continue to offer their programs and work to increase access to those who need their services the most.

- With **families** - Supporting families through local play groups and development programs with local partners
- In **communities** - Developing learning spaces, summer camps and social events outside of school
- At its **centers** - Offering speech and occupational therapy interventions, with various screenings available for different age levels

- In **schools** - Providing therapists and special needs educators for 3,500+ students

Boldli was founded in Detroit in 1920 by Sigma Gamma Association as an orthopedic clinic to serve children with polio and tuberculosis. Over the years, it became a recognized leader in delivering advanced pediatric care, maintaining its founding commitments to serve families regardless of ability to pay and to focus on the whole child. Today, Boldli is led by Martinez who joined the organization in 2023, bringing with her over 20 years of experience in special education, expertise that is critical to the organization's future as it has evolved from focusing exclusively on children's physical needs to working with those who have diverse physical, behavioral, cognitive and emotional abilities.

"Our name change signifies our readiness to adapt and grow in a rapidly changing landscape," said Paige George, past chair of Boldli's Board of Trustees. "We are committed to young people having the opportunity to thrive wherever they are, and we're looking forward to continuing to work with families who have been with us for years and welcoming new ones as they learn about Boldli's programs."

For more information about Boldli and its services, please visit boldli.org.

###

ABOUT BOLDLI

Boldli is a non-profit that provides screening, programming, education and clinical services to young people and their families throughout Metro Detroit and across the state. With a staff of more than 80 people working in all the places where our young people are, Boldli is committed to providing exceptional opportunities every day for young people with diverse abilities and the families, schools and communities that empower them.

Boldli Media Contact:

Lauren Detwiler

VVK PR + Creative

lauren@vkvagency.com

248-884-1421