



PRESS RELEASE

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LOCAL SOCIETY HELPS YOU “SAY IT LIKE YOU MEAN IT”

CASA (Central Alberta Self Advocates) Plain Language Society translates documents into plain language. Plain language is a clear and concise way of speaking and writing. It, in turn, allows people to understand your message the first time they read or hear it.

“The members were getting frustrated with not being able to understand what they were reading and being asked to sign” says Karli Eckart, Business Development Manager for CASA Plain Language Society. “They saw a need for plain language and decided they were going to translate documents so every individual in our community understands what they are reading.”

Members of CASA Plain Language Society have been professionally translating documents for over 5 years. They have participated in training from the Vocational and Rehabilitation Research Institute out of Calgary Alberta and with Plain Language Consultant Janet Pringle. CASA Plain Language Society has done translating for The City of Red Deer, Persons with Developmental Disabilities (PDD), CiRS, Central Alberta Residence Society, Lacombe Victim Services, Michener Services and Camrose Association for Community Living.

Anyone can use plain language documents from new comers to Canada, to individuals with low literacy skills, to busy business men and women. Plain language is a growing trend throughout the world. There are governments following the guidelines in Australia, Europe, the United States and Canada, just to name a few. Organizations such as Clarica, Citibank and the “How to” Dummies publication, all use plain language. New Zealand based, WriteMark, holds an

annual awards ceremony to celebrate organizations that use plain language (or plain English) in their business documents.

“This opportunity (to create a society) was made possible by PDD funds. We have done work for them and they realize what a valuable service it is. They also recognize how important it is to provide plain language versions of their documents to their customers” Eckart says. PDD is a good partner to have since the members of the society are PDD’s customers as well. All of the members of the society have developmental disabilities. Eckart continues by saying, “They are very good at their job. It’s incredibly hard to think of plain language words to use. Right now there aren’t many tools out there to help translate technical writing into plain language.”

For more information on CASA Plain Language Society or to have a translating job completed please contact Karli at (403) 346-4636, email casa-pls@cirsonline.ca or look them up on the web at www.casapls.ca.