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Collection Agency Helps Create Awareness About “Spread The Word to End the R-word”

Over 60 American Profit Recovery Employees Pledge to Help End Derogatory Language Associated with Individuals with Disabilities

Marlborough, MA, March, 2010; American Profit Recovery, a nationwide [collection agency](#) took on a different kind of pledge recently as all 60-plus employees took the pledge to help end the derogatory use of the “R-word” or more commonly, the word “retard” from everyday language.

While the word is obviously not used in the course of business at American Profit Recovery, the word is commonly heard among many young and old. The collection agency wants to do their part in helping to create awareness around this important issue.

High school and middle school students around the county held rallies and other assemblies in their schools on March 3 to pledge their support of the initiative spearheaded by organizations Special Olympics and Best Buddies. Many of the team members after seeing news coverage of the rallies decided to have American Profit Recovery embrace the initiative as well and help create awareness.

Recent public debate has only grown since a handful of public and very prominent individuals have used the term in public conversation, sparking intense discussion on the issue. Youth leaders this year are encouraging people to rally and pledge their support at www.r-word.org with the goal of reaching 100,000 pledges.

The [collection agency](#) is also challenging others in the corporate world and in their industry to take on the initiative as well. And many employees took this home to their families and children to help spread the word and get them on board. A video of their efforts can be seen here; <http://www.collectionagencyblog.com/?p=390>

“We have supported many causes over the past several years with volunteers and financial support,” states Jeff DiMatteo, a partner at American Profit Recovery. “When we heard about this initiative, we jumped on board immediately. While we typically hear this type of language in school-aged children, most of us still hear it coming from adults so we were more than happy to try and create some awareness about this. And as a collection agency, we try to treat everyone with respect so this fit right in to our mission.”

About American Profit Recovery:

American Profit Recovery (APR) is a [collection agency](http://www.americanprofit.net/) with offices in Massachusetts, Michigan and North Carolina. Founded in 2004, APR specializes in the collection of third-party debt in industries such as medical/dental, banking, trades, lawn care and other professional services. With early intervention and a strong focus on ethics and diplomacy with consumers, APR works hard to preserve the relationship between client and consumer with an ultimate goal of keeping the business relationship intact. The firm serves approximately 2800 clients nationwide. American Profit Recovery and their team have earned many awards including Best Places to Work in Collections and Most Influential People in the Collection Industry. 800-711-0023 <http://www.americanprofit.net/>

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