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P.E.T. INTERNATIONAL REBRANDS ITSELF AND BECOMES MOBILITY WORLDWIDE

P.E.T. International, a global charity that builds and provides three wheeled, off-road wheelchairs to those unable to walk in the developing world, has changed its name to Mobility Worldwide. The name change is part of a total rebranding of the NGO which has been in existence since 1994.

P.E.T. is an acronym for Personal Energy Transportation and while the name suited the organization well for years, in today's social media environment it causes confusion. "The board of directors believes our new name, Mobility Worldwide, better focuses attention on our mission of mobility for those unable to walk while also boasting of our international presence", Scott Walters, Executive Director said. "As we work to grow our organization, we need a name and brand that helps people make a near instantaneous association with our mission", he said.

Through a network of 23 Affiliates throughout the US and another in Zambia, Mobility Worldwide has manufactured over 57,000 Mobility Carts and offered them free of charge to people who have lost the use of their legs due to landmines, birth defects, disease or other injuries. Mobility Carts are operated by hand-power and come in three sizes; one for adults, another for children and a third for those who are unable to use their arms and must depend on others to pull the cart. The carts are designed specifically for use in rural areas throughout the developing world where roads and/or sidewalks are in disrepair or nonexistent. Mobility Carts are ideal for those environments where an ordinary wheelchair can't function.

"We're confident that our rebranding efforts will help build awareness and attract supporters as we work to bring more Mobility Carts to those in need", Jim Conn, Chairman of the board said. "While we have provided over 57,000 people with our carts, international governmental agencies state that about 70 million people throughout the developing world are unable to walk due to injuries, birth defects and disease. We must build our capacity and infrastructure to help more and our rebranding will help us get there", he said.

ABOUT MOBILITY WORLDWIDE:

Mobility Worldwide first began as the P.E.T. Mobility Project by Reverend Mel West and missionary Larry Hills in 1994. Today, Mobility Carts are distributed in over 100 countries. Each cart is built at one of 23 production facilities and donated to distribution partners who handle the shipping, importation and assessment of beneficiaries. Mobility Worldwide is a tax-exempt 501 (C) (3) organization with a mission of: Seeking to reflect the love of God by bringing mobility and dignity to those in developing countries who are unable to walk. While the “flagship” operation is located in Columbia, MO, Mobility Worldwide is a virtual organization with staff located throughout the US and Zambia. The executive director works out of the Atlanta, GA area.

Media Note: Mobility Carts make for outstanding visuals. Call to arrange for an on-air demonstration at your broadcast facility or office.

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(L) Two women from Lunsar, Sierra Leone, sit on their Mobility Carts during a distribution earlier this year.