



FOR IMMEDIATE RELEASE

New Mural Shines Light on Province's Neurodivergent Students

This Back-to-School Season, LDS - Learn. Develop. Succeed. launches the #ProudMinds movement to reduce stigma and celebrate the unique strengths of every learner.

Vancouver, BC — August 28 – Back-to-school should be a season of excitement, but for many families it brings stress and worry—especially for neurodivergent students. Research shows that at least **40% of children with ADHD or autism also experience anxiety disorders**, leaving many feeling isolated and unable to “measure up.”

This fall, **LDS - Learn. Develop. Succeed.** is determined to flip that narrative. Through its **#ProudMinds** movement, the charity is tackling stigma head-on and celebrating the brilliance, resilience, and unique strengths of neurodivergent youth.

With the support of a generous donor family, LDS - Learn. Develop. Succeed. is unveiling **Ascend**, a bold and vibrant mural by internationally renowned artist **Carson Ting**. Located at the bustling corner of Rupert and Broadway, the mural is a powerful symbol of growth, learning, and the transformative impact of encouragement and support.

You are invited to celebrate #ProudMinds and uplift the contributions of neurodivergent students in our schools and communities. Visit idsociety.ca/proudminds to share one thing you love about how your brain works and enter to win exciting prizes.

Rachel S. Forbes, Executive Director, LDS - Learn. Develop. Succeed.

“At LDS – Learn. Develop. Succeed., we believe every neurodivergent child, youth, and adult has unique strengths to celebrate. This new mural, *Ascend*, is a vibrant expression of that vision—symbolizing growth, confidence, and the empowerment that comes from being proudly yourself. Thanks to our community and the generosity of a donor family, we invite you to help us build more #ProudMinds, together.”

Carson Ting, Artist, Chairman Ting

“Ascend is a celebration of growth, learning, and the quiet power of support. I’m proud to partner with LDS - Learn. Develop. Succeed. to create this visual metaphor for resilience,

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3292 East Broadway, Coast Salish Territories, Vancouver, BC V5M 1Z8

charitable registration #108166307RR0001

potential, and nurturing environments. Just as their instructors and team encourage students to flourish, this mural is an invitation to reflect on how encouragement, patience, and belief in one another can lead to collective flourishing.”

About LDS – Learn. Develop. Succeed.

LDS - Learn. Develop. Succeed. is a 55-year-old nonprofit charity that empowers children, youth, and adults with learning differences. Through research-based, individualized learning support, they help children, youth and adults develop the tools and confidence they need to succeed in school and life. Serving learners and families across Canada, LDS – Learn. Develop. Succeed. champions neurodiversity and advocates for inclusive, equitable education for all. Learn more at ldsociety.ca.

About Carson Ting

Carson Ting is an award-winning artist, illustrator, and creative director based in Vancouver, BC. Known for his bold, imaginative style and thoughtful storytelling, Carson’s work spans public art, advertising, editorial, and fine art. As founder of creative studio Chairman Ting Industries Inc., he has collaborated with global brands while remaining deeply engaged in local arts and culture. His murals and installations are recognized for blending vibrant visuals with meaning and community connection. Learn more at carsonting.com.

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Media Assets and Scheduling

- Mural storytelling video available by August 30
- Mural photos available by August 30
- Media contacts below available for video interviews starting September 2
- Media contacts below available for radio interviews starting August 28
- Mural complete and ready for video or still shots starting August 29

Media Contacts

Rachel S. Forbes, Executive Director

W: 604.873.8139 M: 604.345.9129

Rachel@ldsociety.ca | ldsociety.ca

Sara Jane R. Walker, Senior Manager, Communications

W: 604.873.8139 M: 604.762.6354

sarajane@ldsociety.ca | ldsociety.ca

Web and Social Media:

Instagram: <https://www.instagram.com/ldsociety/>

Facebook: <https://www.facebook.com/ldvancouver/>

Website: <https://ldsociety.ca/>

Carson Ting Instagram: https://www.instagram.com/chairman_ting/

Carson Ting Website: <https://chairmanting.com/portfolio>