



NEWS RELEASE

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Seasons Center unveils the naming of the new Regional Children's Center

Spencer, IA. – Seasons Center for Behavioral Health, an Avera Partner, announces the naming of its new Regional Children's Center to open in 2015. "Autumn's Center" is named in honor and memory of three-year-old Autumn Elgersma of Orange City, Iowa, who died on October 31, 2013, two days after being hospitalized for injuries she received at daycare.

Philip and Jennifer Elgersma, parents of Autumn, said, "Autumn was a child full of life and loved very deeply by her family, friends, neighbors, and those who came to know her. Abuse can and does happen to children in Northwest Iowa. We need a place close to home where children can go to be helped and can heal from their trauma. Although Autumn's healing happened in heaven and not at the Center named after her, we are encouraged to know our daughter's life has and will continue to positively impact other children and their families."

Kim Scorza, Executive Director of Seasons Center, shared that Autumn died soon after the decision was made by Seasons' Board of Directors and Advisory Board to begin the million dollar "Committed to Children, Faithful to Families" capital campaign. "Autumn's death really impacted people across Northwest Iowa and even across the nation. People were compelled and moved to give to the Children's Center to ensure there would be a safe place for children to go and get help after being victimized. We were especially fortunate that many families and businesses in Clay County, where the center will be located, took the lead and offered their financial support to jump start the campaign."

Autumn's family, including siblings Faith and Jared, have been actively helping with the design features of the new building. Specifically, the front entrance will have a purple mobile hanging down with light cascading on it 24 hours a day. The constant light represents bringing abuse into the light and exposing the impact it has on children and society as a whole, while purple was Autumn's favorite color. Additionally, Faith and Jared will be creating special works of art that will be displayed adjacent to a memorial wall which will reveal a painting of Autumn by a local artist, John Vander Stelt, as well as the story of her life. Philip and Jennifer, Autumn's parents, have also assisted in the design of the new logo that will be used on all signage and marketing materials for the Center.

Steve Grell, Seasons Advisory Board President and Chairman of Community Bank in Spencer, Iowa, stated that he is pleased to be a part of a larger community in Northwest Iowa where people care deeply for children and have reached into their hearts and wallets to support this new Center. "This Center will be the only one of its kind, offering specialty services to children like Autumn, who have been abused in some way, or for children who need help with developmental conditions like autism, social issues like bullying, as well as grief and loss, divorce, or other sorts of problems impacting the lives of our

C E N T E R F O R B E H A V I O R A L H E A L T H

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children. We have received contributions from all nine counties where Seasons has offices, as well as from people with ties to the Iowa Great Lakes area. We are pleased with this campaign having raised \$856,000 and look forward to its completion very soon."

For those interested in learning more about the services of "Autumn's Center" or to make a donation in honor and memory of Autumn or other children who have experienced abuse, please visit Seasons' website at www.seasonscenter.org or contact Kim Scorza, Executive Director at [712-240-2177](tel:712-240-2177). Those wishing to donate directly can mail their gifts to: Seasons Center for Behavioral Health, Attention: Kim Scorza, 210 East 11th Street, Spencer, Iowa 51301.

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Founded in 1959, Seasons Center for Behavioral Health continues to be a leading, comprehensive behavioral health center in the northwest region of Iowa. Offering a broad range of behavioral health services, Seasons recognizes that investing in behavioral health is investing in a community's economic, education, health and human services systems. Seasons strives to empower individuals so they might become active, contributing members of their communities. For more information on Seasons' services, please visit www.seasonscenter.org or call 1-800-242-501.

Avera is a regional partnership of health professionals who share support services to provide excellent care at 300 locations in 100 communities in eastern South Dakota and surrounding states. Our ministry, our people and our superior value distinguish Avera. We carry on the health care legacy of the Benedictine and Presentation Sisters, delivering care in an environment guided by our values of compassion, hospitality and stewardship. Avera employs more than 13,500. Inpatient, outpatient and clinic visits totaled nearly 2.5 million in the last year, a number equal to more than twice the population of the Avera service area. For more information, please visit Avera.org.

