



FOR RELEASE:

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ASHE COUNTY PARTNERSHIP FOR CHILDREN UNVEILS NEW LOOK

- The Partnership has been serving Ashe County for more than 14 years.
- The new look, including a new logo and positioning, is a reflection of the Partnership's service to the community.
- The Partnership helps more than 1,300 people each year through its programs and services.

See attached logo.

JEFFERSON, NC . . . Ashe County Partnership for Children is introducing a new look, displayed in a new logo and expressed in a new positioning statement, announced Sarah Wolf, executive director of the Partnership.

The new logo highlights the Partnership's commitment to their mission: *to nurture an active, supportive community that provides choices, opportunities and encouragement for all children and families in Ashe County to become healthy, educated and self-reliant.* The image was designed to capture the spirit of the Partnership by featuring two stylized people who are connecting through a heart. It is symbolic of the Partnerships' ability to reach out to those in need through a warm, nurturing environment.

Likewise, the new positioning statement, ***Creating hope. Together.*** encourages service recipients, staff members, volunteers, and donors to use the Partnership's services and to help the Partnership's efforts.

"Our previous logo and tagline served us well, but as we have grown over the years; we're touching not only the lives of children, but adults as well. Our new brand identity is a better reflection of our impact on the community and an invitation to those in need. We also hope it inspires more people in Ashe County to get involved," said Wolf.

The new brand identity was conceived and created by Caddell Communications, a full-service marketing firm that specializes in telling clients' stories through strategic marketing. Caddell Communications serves clients throughout the state of North Carolina and Virginia through offices in Durham and West Jefferson, North Carolina. Services include marketing strategy and plan development, corporate identity and business development campaigns, annual reports, newsletters and website development, as well as traditional advertising and collateral materials.

"We were pleased to work with Sarah and the Partnership on their new look," said Susan L. Caddell, president of Caddell Communications. "All of the work resulted from a focus group the Partnership convened—service recipients, staff members, board members, and volunteers. They provided insightful responses to our questions and their passion for the Partnership was evident. They made our work easy."

Ashe County Partnership for Children is a non-profit organization that provides programs and services for families and children in Ashe County. They fund or directly run various programs such as: Smart Start programs to benefit children ages birth through five and their families; Domestic Violence prevention and awareness services, including shelter services; a Family Literacy program with transportation, child care and family support; and Family Support Services offering playgroups, parenting support and education.

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