



PRESS RELEASE

Growing Home Launches New Brand Identity

New logo celebrates growth and diversity

DENVER (April 17, 2015) — Growing Home, a leading anti-poverty organization in Adams County, Colorado, debuted a new logo today, which celebrates the diversity of the organization and embraces the community it has built since 1998.

“The new logo communicates the fact that Growing Home offers diverse families a dual-generation, wrap-around approach to breaking the cycle of poverty,” says Teva Sienicki, CEO, Growing Home. “We are confident that our new logo will represent us faithfully in the years to come.”

The new logo is a more vibrant, forward-looking version of Growing Home’s prior logo, which represented the organization for the last ten years. It was developed in collaboration with a Regis University Marketing class.

The redesign is part of a larger brand refresh to reflect Growing Home’s commitment to further its community impact by nurturing children, strengthening families, and creating community. The organization will also unveil a more dynamic website May 1, 2015.

About Growing Home

Growing Home is a nationally awarded anti-poverty organization that offers a rich pipeline of programs to children and families in Adams County, Colorado. It was founded in 1998 as the Adams County Interfaith Hospitality Network, a community-based shelter serving 30 families per year. Today, Growing Home serves more than 4,600 families. Its wrap-around approach is designed to meet the needs of the whole family in order to overcome both immediate and long-term obstacles.

To learn more about Growing Home, please visit www.growinghome.org.

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