



**Media Contact**

**Northern Rivers Family of Services**

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**FOR IMMEDIATE RELEASE**

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**Northern Rivers Announces New Brand**

**ALBANY and SCHENECTADY, NY**– The parent company of Parsons Child & Family Center and Northeast Parent & Child Society today announced a new brand to unify and strengthen the organization.

Founded in 2012 as Northern Rivers Family Services, the organization will now be known as Northern Rivers Family *of* Services—one simple change that represents the continuing evolution of the care provided to children, adults and families. They have also unveiled a new logo and tagline to represent all of Northern Rivers, Parsons and Northeast—*Life changing care*.

“For more than 300 combined years, we have provided life changing care to hundreds of thousands of children and family members throughout New York State,” said John Henley, CEO of Northern Rivers. “It’s important for the public to know that the agencies they know and trust are connected to each other and that together we have the strength and expertise to make real, lasting change.”

Northern Rivers launched the branding initiative in January, 2015, by retaining Rueckert Advertising to conduct a comprehensive analysis of the organization. After months of research encompassing clients, employees, stakeholders and community members, Rueckert developed an organizational positioning statement, presented graphic and tagline options, and recommended that one universal logo and message be adopted to reflect the exceptional depth, breadth and quality of services offered.

“By utilizing the historic colors of its member agencies, the new logo reflects the rich history and tradition of Parsons and Northeast,” said Henley. “This new brand reflects who we are, what we do, and most importantly, where we are going—together.”

The new brand was introduced via an internal campaign to the 1,300-strong workforce of Northern Rivers last week, and will continue to roll out to the public in the weeks and months ahead.

(more)

**About Northern Rivers Family of Services:**

Northern Rivers Family of Services is the parent organization to Parsons Child & Family Center and Northeast Parent & Child Society. Together, we are a family of human service agencies who work together to provide ***Life changing care*** to children, families, and adults. Our quality of care, depth of programs, combined size and passion for the mission give us the strength to make positive change in our communities. Together, our 1,300-strong workforce serves 13,000 children and families throughout 40 counties each year. For more information, call 518.426.2600 or visit [northernrivers.org](http://northernrivers.org).