

## Rebranding Fact Sheet

- » PennCares, formerly known as UCP South Central, introduces the organization's new name, brand and logo. The rebranding reflects both the evolution of the organization as well as its vision for the future.
- » For more than half a century, under its former name PennCares has been a recognized and trusted community-based provider of early-intervention, workplace and life-long support services to individuals and families in south-central Pennsylvania, addressing the full continuum of care with dedication, skill and a commitment to quality support and individual empowerment. PennCares services have continued to evolve to meet the changing needs of its community.
- » Today, PennCares operates early-intervention programs throughout York, Franklin, Fulton and Adams Counties, and Child Development Groups and Pre-Schools in Hanover and Chambersburg. PennCares in-home Personal Care Assistants serve elderly and disabled individuals across the region, allowing them to maintain and gain new independence.
- » PennCares' rebranding represents its successful and ongoing transition to an organization well beyond its heritage as a provider of services to children with developmental disabilities. Today PennCares serves all age groups, further expanding its breadth of offerings while enlarging its potential geographic reach.
- » The new PennCares logo better portrays the mission and spirit of the organization. It features a fresh, approachable palette of crimson and teal in a clean, modern graphic. The flexible design uses separate icons to designate specific service areas while visualizing our consumers. The outline of Pennsylvania represents PennCares as a locally-focused, state-oriented service provider. The red heart is at the center of PennCares' work: a commitment to supporting the growing role in society of all people with disabilities through services delivered with care, consideration and competence.
- » PennCares' new tagline is, "We're Here For You.<sup>TM</sup>" This tagline invites consumers to engage with PennCares to open up greater opportunities for success with our skilled instructors, therapists and in-home care attendants delivering person-centered services and supports.
- » While the brand, tagline and logo have changed to better represent what the organization is today, PennCares' goals and purpose remain the same – our combination of dedication and deep service expertise remains unique, and enables us to develop long-lasting and rewarding consumer relationships while allowing those consumers to continue to live well in their communities and to have control of their lives.
- » PennCares, the PennCares logo and "We're Here For You" are trademarks of PennCares registered in the U.S. and/or other countries.

## Supporting Quotes from Executive Director Mike Wagner:

- » **"People often made the assumption from our name that we only serve individuals with cerebral palsy, when in fact we support people with many types of challenges. We don't want an outdated perception to limit the people we're able to reach. We want to open doors for people with all disabilities at every point in their lives. The rebrand is an exciting opportunity for our growing organization to create a new identity that reflects the full diversity of the people we serve."**
- » **"It has never been a more exciting time than now to be an employee of PennCares. This new brand and logo reflect our enthusiasm and focus on connecting even more consumers in our region with quality care and making a truly positive contribution to our communities."**
- » For more information about PennCares, please visit our website at [www.PennCares.org](http://www.PennCares.org)
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