



Every child deserves a home.

### **For Immediate Release**

**Contact:** Janet Showalter  
Communications Coordinator  
(804) 353-0191  
showalterj@chsva.org

## **CHILDREN'S HOME SOCIETY LAUNCHES NEW LOGO**

**Richmond, VA** – Children's Home Society of Virginia has a new look.

Gone are the agency's green and white colors, replaced with vibrant blues and greens. The old logo – an outline of a parent and child – has been replaced with a child hugging a symbolic home. The tagline under the new logo reads: "Every child deserves a home."

"It was time for a vibrant, fresh new face," said Nadine Marsh-Carter, president and CEO of Children's Home Society. "The new look captures the essence of our services which are focused on the needs of children for a permanent, loving family."

Martin Branding Worldwide in Richmond created the new look.

"We wanted an image that was emotional and endearing," said Dave Martin, president of Martin Branding. "We wanted to convey the message of a focused emphasis on the well being of all children."

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