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## 38 Year Old Non-Profit Launches Major Rebrand

**FOR IMMEDIATE RELEASE, Fort Worth, TX (October 21, 2013)** -- Fort Worth-based The Parenting Center announces its new logo and agency rebrand. The rebrand is the first for the organization since its start in 1974. The Parenting Center completed a strategic plan last summer, then received several creative pitches before deciding to work with full-service marketing agency Global Prairie Integrated Marketing Communications (Fort Worth, TX). Global Prairie worked closely with the Executive Director and board of directors to build a brand identity that reflects The Parenting Center's core values and future strategy. The rebrand was funded by a grant from the Amon G. Carter Foundation.

The new brand identity reflects The Parenting Center's commitment to provide the very best service in order to meet the community's needs. The new tagline 'Our goal is to surround children with the type of support we all want to have. We do this because we believe strong families are the center of a strong community' illustrates that The Parenting Center is here to support and understand the community's needs.

Commenting on The Parenting Center rebrand, Executive Director, Barbara Lamsens said;

"The rebrand is more than just a new logo. What we are doing in this process is infusing the agency with new energy about who we are and what we do—create strong families which creates a stronger community."

The Parenting Center is a 501(c) (3) nonprofit with a mission of *providing families the tools to succeed*. The agency impacts nearly 17,000 individuals a year through its Family Life Education, Counseling, Case Management and Co-Parenting programs. To learn more about The Parenting Center and its programs, visit [theparentingcenter.org](http://theparentingcenter.org).

