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MEDIA ADVISORY

**NEW NAME AND LOOK FOR ONE OF CALGARY'S
LONGEST-SERVING SOCIAL SERVICE AGENCIES**

(Calgary, AB – November 13, 2014) — After more than 100 years of serving the community, Calgary Family Services is excited to unveil and launch their new brand at a community event on Thursday, November 20, 2014 at Fort Calgary.

“Calgary Family Services has a long and proud history of quietly serving Calgary’s community,” explains Sue Mallon, CEO, Calgary Family Services. “And we’re looking forward to the next 100 years with a brand that honours our past and gives us renewed focus for the future.”

The rebrand comes as the organization turns over a new leaf in its history, looking to rejuvenate fundraising efforts and visibility. Inspiration for this momentous change began with the provincial government’s decision last year to consolidate all provincial home care programs to a single service, significantly changing the structure of Calgary Family Services, which had operated home care as a social enterprise venture for 68 years.

Further motivation came in the form of research that indicated a change in name would help generate broader understanding of Calgary Family Services outside of the social service sector, as well as reduce confusion with the government’s child welfare services group. The organization’s board and management became compelled to expand the reach and recognition in the community of their critical, preventative, and effective programs that serve nearly 30,000 Calgarians each year.

As Calgary Family Services launches their new name and visual identity, they will be actively building awareness and community support to ensure that their future – and that of the many Calgarians they serve – is equally as successful as their past.

EVENT DETAILS

Who: Calgary Family Services

What: New brand launch

Where: Fort Calgary
750 – 9th Avenue S.E.

When: Thursday, November 20, 2014 at 9:30 a.m.

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About Calgary Family Services

Founded in 1910, Calgary Family Services provides a full spectrum of interactive counselling and services for people of all ages – from babies to youth to older adults and families. Our highly skilled team encourages nearly 30,000 Calgarians each year to discover their full potential and build flourishing relationships with their families and community.