



Volusia and Flagler Counties



Taking on disability together

Then...

and in the 21st Century

EASTERSEALS LAUNCHES REVITALIZED BRAND, READY TO TAKE ON DISABILITY TOGETHER

What prompted the logo change and new tagline?

Disabilities have become increasingly complex in the 21st century. The definition of disability itself is broader, going beyond the physical to include emotional, intellectual, social and educational issues. With this mindset, we are focused on how best to take our next step forward, making sure **Easterseals** is robust, modern, relevant and essential for the next 100 years. So, we've undergone a much needed, modern and inspirational face-lift. The new look is in the form of a brighter logo, a new spin on our established name, and a refined brand voice that will further energize our long-time supporters and inspire a new generation of friends.

We also have a new tagline, "Taking on disability together," which speaks to our collaborative work across our affiliates, within our communities, alongside the people we serve and who make us successful.

What prompted the name change (Easterseals) and geographic "change" (Northeast Central Florida)?

Our name has a slightly new twist to it...becoming one word, **Easterseals**, our own proper noun. Separately, the words Easter and Seals conjure various connotations for many people, or misunderstandings about who we are and what we actually do. Together, the new single word works to strip away some of this market confusion, and yet still allows us to retain the strong name recognition we've earned through the years, a tribute to our legacy and past with a new openness to build our own meaning for the name.

Further, over the past many decades, our geographic service area has expanded beyond Volusia and Flagler Counties to **Northeast Central Florida**. Thus, we have changed our name to reflect that expansion: **Easterseals of Northeast Central Florida**.

How do I find what I need from Easterseals?

We have a new website and email address, and of course, new print materials, but you can still find the high quality support and resources you expect from **Easterseals**. To reach us, email info@esnecfl.org or a specific Easterseals staffer with their former address (firstinitial and lastname) with our new append @esnecfl.org. For example, you can reach Lynn Sinnott at lsinnott@esnecfl.org. Our new web address is eastersealsnecfl.org. Locations, phone and fax numbers remain the same.

Purpose Statement

"To change the way the world defines and views disabilities by making profound, positive differences in people's lives every day."

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Easterseals offers...

- Vital programs that help people **live** independent lives
- Resources and training that help people **learn** in order to grow, develop, thrive
- Employment options to prepare people to **work** to improve quality of life
- Activities that help families and children relax and enjoy **play**
- Opportunities to **act** so Easterseals remains a strong community resource

