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A Big Day in a Big Way for the New Arc Herkimer

HERKIMER - September 28 was a big day with a big change. Aptly named Brand or B-Day, the area nonprofit that supports people with disabilities and others in the community, announced that the agency's official new name is **Arc** (pronounced ark) **Herkimer**.

President/CEO Kevin Crosley greeted over 250 staff members and individuals supported by services and programs to celebrate and to unveil a mural of the new logo painted by Artist Marc-Anthony Polizzi on the agency's main site building at 350 S. Washington



Street in Herkimer on Wednesday. The comprehensive rebranding and marketing plan includes the new name, cohesive brand identity materials including a new logo, and mission and vision statements, and collateral materials.

The highlight of the day was music provided by FLAME, a band that spreads hope and inspiration through their music at an agency-wide picnic. Additionally, there were sign unveiling events at other sites—complete with cupcakes for individuals who could not attend the main event.

President/CEO Kevin Crosley said, "While our innovative and excellent supports and services will stay in place, we are eager to present our new brand to the community. Through the years, our agency's proper name has changed several times. Unfortunately, many of those names remain intact in our community so we are known by several different identities. Our goal is for everyone to get to know us better and by one name."

Crosley explained that the rebranding plan:

- Increases awareness of the agency's mission, programs, and services.
- Presents Arc Herkimer with a positive, unique and consistent public identity to strengthen relationships and develop new partnerships.
- Galvanizes relationships with affiliates such as The Arc and NYSARC, Inc., and other national and state organizations as Arc Herkimer seeks financial support and political influence. There is strength in numbers

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Arc Herkimer Rebranding/2-2-2

which is needed now more than ever to advocate for the individuals and families supported.

- Opens avenues for new product and innovative program development, as well as the promotion of those initiatives, under the banner of the new brand.

- Provides opportunities to engage in contemporary promotional strategies including social media, web design, various forms of advertising, and publicity.

“The biggest concern of both board members and staff was that while we embraced a new identity and look to become unified, we needed to remember and respect our past,” Crosley said.

“The ARC, the Herkimer Area Resource Center, the Herkimer Chapter NYSARC, Inc., Herkimer ARC, HARC—all of those names represent individuals supported, board members, families, caregivers, and staff, who have sacrificed and worked since 1969 for great change. They gave their all to make our agency better and to become the outstanding organization we are today.”

“We hope when you see our new look out in the community, from billboards to signage—you will be as supportive and proud of our accomplishments as we are,” Crosley concluded.