



*Building Community. Enriching Lives.*

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**PRESS RELEASE**

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**ECHO Housing & Community Development Unveils Exciting Rebranding Initiative: A Fresh Look, Mission, Vision, and Tagline**

**EVANSVILLE, IN:** ECHO Housing and Community Development is thrilled to announce a dynamic rebranding effort that includes a marketed name extension, revamped logo, refined mission and vision statements, and an inspiring new tagline. This strategic rebranding initiative reflects the agency's commitment to innovative community development as well as housing individuals and families who have experienced homelessness and/or low-income challenges, and housing and employment services for Veterans.

**The Logo**

The centerpiece of the rebranding is the new logo, a timeless and distinctive design that encapsulates the agency's dual focus on community development initiatives and critical housing and social services. The logo combines the cityscape of Evansville with housing in the forefront.

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Administrative Offices: 528 Main Street Suite 202, Evansville, IN 47708 | Phone: 812.423.8422 | Fax: 812.423.8108

Primary Service Delivery: 414 Baker Avenue, Evansville, IN 47710 | [www.echohousing.org](http://www.echohousing.org)

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*ECHO Housing is a proud supporter of the Fair Housing Program. We encourage and support the nation's affirmative housing program in which there are no barriers to obtaining housing because of race, color, religion, sex, national origin, handicap, or familial status.*



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### **The Colors**

Purple is the main color, representing homelessness awareness. Purple can bring about feelings of compassion and empathy. As a community, we can use our collective power to encourage and care for the most vulnerable in our midst.

Orange is the secondary color, symbolizing motivation, a positive attitude, and empowerment. Together, we can foster encouragement and determination during challenging times to find solutions and overcome obstacles.

### **Mission and Vision**

ECHO Housing and Community Development has redefined and sharpened its mission and vision statements to align with its renewed strategic focus. The updated mission underscores three objectives: housing, social wellbeing, and economic opportunity. The refined vision statement paints a vivid picture of the organization's aspirations and the positive impact it aims to make in the Evansville community.

**New Mission Statement:** Improving lives by reducing barriers to housing, social wellbeing, and economic opportunity.

**New Vision Statement:** Our vision is a community where housing, social wellbeing and economic opportunities are accessible to all, fostering a thriving and compassionate society where every person can reach their full potential.

### **Tag Line**

The unveiling of ECHO Housing and Community Development's rebranding also comes with a captivating new tagline: "*Building Community. Enriching Lives.*" This succinct and powerful statement encapsulates the essence of the organization's identity and purpose serving as a call to action for the entire community.

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ECHO's Chief Executive Officer, Savannah Wood states, "When we started our strategic planning process last fall, our community, stakeholders, partners, collective team and those we serve provided their perspective and input into how we are perceived in the community. As a result, we decided that rebranding the agency, including a new logo, Mission and Vision, would act as a gateway to represent what our team does every single day to impact lives."

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### **ABOUT ECHO HOUSING AND COMMUNITY DEVELOPMENT**

ECHO Housing & Community Development Corporation is a designated non-profit 501(c)(3) Community Development Corporation (CDC) with a mission to improve lives by reducing barriers to housing, social wellbeing, and economic opportunity. Since its founding, ECHO Housing and Community Development has been the leading provider of homeless services, including permanent supportive housing, for individuals experiencing homelessness in the community. ECHO has continued to grow, now encompassing seven homeless service programs, all dedicated to serving those experiencing homelessness or housing instability. In 2024, ECHO will add an 8th homeless service program – the Promise Home, a permanent supportive housing program dedicated to serving the chronically homeless in Region 12.

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