## FOR IMMEDIATE RELEASE: \_\_\_\_(Date)\_\_\_\_

## Affiliate Name

## Mailing Address

## Mailing Address

## Email

## Phone number

## Announcing Our New Logo

*Love In the Name of Christ of [affiliate name] is proud to announce the launch of our new logo*

*and brand identity as part of our ongoing commitment to the advancement of our mission.*

For the first time in almost 20 years, Love INC affiliates across the country are united behind a fresh look, which we believe will position our brand well into the future. Designed to be approachable to a broader demographic, Christian-forward, and mission-centric, this new logo will help us communicate who we are well.



Our new brand identity reflects our core desire for unity and connectedness. We connect churches to one another and their community. We connect community members to resources and support. Yet, we’re always cognizant that it isn’t Love INC that does the true work in any given life or community. We simply establish the scaffolding upon which connection and growth can be cultivated. We create spaces where church volunteers and community members' lives intersect and reciprocal transformation can occur. After that, the body of Christ rises up to do what it does best—care for one another and point people to God.

If you aren’t yet aware of how Love INC helps churches help people in our community, be sure to visit [affiliate website]. If you’d like to learn more about the Love INC Movement as a whole, visit **loveinc.org**.

**About Love In the Name of Christ:** Established in 1977, Love INC has grown significantly over our 45 years of ministry. As of 2022, we are located in over 115 communities across 29 states, as well as 7 districts within Nairobi, Kenya. Love INC’s mission is to mobilize local churches to transform lives and communities In the Name of Christ, because we dream of a world where Christian churches, regardless of denomination, are united in purpose and fully engaged in actively living out their faith by lovingly serving people in need in their communities.

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