

Press Release

FOR IMMEDIATE RELEASE

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49 Year Old Non-Profit Agency Launches Rebrand

Community and Family Resources (CFR), a local non-profit provider of behavioral health services, has announced its new logo and agency rebrand. The rebrand is the first for the agency in nearly 20 years. CFR engaged Clive-based c3 Marketing to work closely with the agency's staff to develop a new brand that reflects the agency's welcoming and innovative approach in supporting the community's behavioral health needs.

The new, modernized brand represents CFR's ongoing commitment to serve as a resource for healing, growth, and hope for individuals and families affected by addiction and mental illness. The rebrand includes a new tagline, "Inspiring prevention, treatment and recovery", which speaks to the heart of CFR's mission to provide high quality behavioral health services that promote a recovery-oriented lifestyle.



Michelle De La Riva, Executive Director

Reflecting on the non-profit agency's rebrand, Executive Director, Michelle De La Riva explained, "As our agency has evolved and grown over 49 years, this rebrand provides the opportunity to re-energize CFR's core values and strengths as a behavioral health provider. Our new brand articulates our dedication to supporting individuals and families as they grow upward and outward...ultimately building even stronger communities."

Community and Family Resources is a 501(c)3 non-profit agency that offers a wide range of substance use, mental health, and gambling disorder treatment and prevention services. Counties served by CFR include Boone, Calhoun, Franklin, Hamilton, Hardin, Humboldt, Pocahontas, Story, Webster, and Wright. For additional information, please visit CFR's website at www.cfrhelps.org or call 515-576-7261.

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