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**The Arc New London County Unveils New Brand and Logo Today**

*Local executive served on national branding advisory group*

Norwich, CT — The Arc New London County, along with 160 Arc chapters nationwide, unveiled today a new brand identity in the spirit and the energy of The Arc that reinforces a commitment to encourage opportunities for people with intellectual and developmental disabilities.

This dynamic logo is the new face of The Arc New London County and will be on its publications, Web site, signs, community event promotions and more. The new logo will unite The Arc United States and its affiliated chapters across the country under the banner “*Achieve with us*,” in a call to move forward on the road to progress, inclusion and respect.

“Our new logo and brand identity bring the work of a strong and energetic organization front and center,” said Kathleen Stauffer, Chief Executive of The Arc New London County. “It is a bright reminder that we provide opportunity — opportunity for hope, opportunity for growth and opportunity for change.”

The new logo reflects the energy and determination of The Arc to support and embrace people with intellectual and related disabilities and their families across their lifetimes and across diagnoses, including Down syndrome, autism, cerebral palsy and other intellectual and developmental disabilities. “This new brand identity,” Stauffer added, “was developed over the course of a year through in-depth research and with the help of professional brand consultants and a dedicated team of individuals. More than a dozen self-advocates at The Arc New London County were among Focus Groups providing The Arc United States with vital information about how the new logo and brand information would be received by the public.”

“We are proud that The Arc New London County was one of the chapters asked to contribute in this way,” said John Fournier, President of the Board of Directors of The Arc New London County. “Raising awareness is a critical part of our mission, and this effort both defines who we are and sets the stage for more widespread education.”

A former publishing executive with more than two decades of media and branding experience, Stauffer was one of six state and local Arc executives appointed by The Arc United States Chief Executive Officer Peter Berns to serve on the Branding Advisory Group offering input, advice and counsel to the national Arc branding team, its consultants and Board of Directors.

The Arc United States is the nation’s largest and leading organization for people with intellectual and developmental disabilities and their families with a 60-year history of promoting and protecting individuals’ rights. Through affiliated members like The Arc New London County, The Arc walks with people seeking the opportunity to live full, satisfying and self-determined lives as valued and contributing members of their communities.

“It’s exciting to introduce the new face of our organization to the community,” Stauffer added, “This new brand identity takes The Arc forward as part of a national movement that invites respect and recognition for people with disabilities in communities across the country.”

The Arc New London County is a full-service provider in Southeastern Connecticut offering supports ranging from employment and community integration services to residential and in-home supports. Founded in 1952 by families seeking greater opportunity for their children with intellectual and developmental disabilities, The Arc New London County has grown steadily, most recently merging with Seacorp Inc., in Uncasville. The Arc’s current operating budget is more than \$9 million.

NOTE: The Arc New London County is New London County’s agency of choice for many people with intellectual and developmental disabilities. Located at 125 Sachem Street in Norwich, Connecticut, The Arc was established in 1952 by parents of children with intellectual disabilities to serve the citizens of New London County. Board of Directors: John Fournier, President; Enrico DeMatto, Vice President; Linda Rhodes, Secretary; Emily Fournier, Treasurer; Jessica Starling, Client Representative; Members: Shannon Aiello, Dawn DeCristofaro, Karen DiSaia, Mary Ann Duchene, Deborah Gregoire, Alan Messier, Alice Munyan; Immediate Past President: Diane Aubin.