



FOR IMMEDIATE RELEASE

FIGHT FOR CHILDREN LAUNCHES NEW BRAND AND WEBSITE

Washington, DC [October 15, 2008] –Fight For Children is proud to announce the launch of its new brand identity and website. *Fight For Children's* logo, tagline, and website were designed by DC-based [Axis Communications](#).

Fight For Children undertook the process to create a new brand identity as a result of its strategic planning and brand assessment work that occurred in 2007. The new *Fight For Children* brand symbolizes the impact of *Fight For Children's* programs, as well as the high level of achievement *Fight For Children* encourages all children and families to pursue. The new brand conveys *Fight For Children's* long-standing commitment to serve low-income children through grants to support high quality education and health care programs, as well as programmatic initiatives that recognize and promote quality education and address the critical link between good health and learning.

The new logo appears on several new *Fight For Children* publications, including the second edition *My School Chooser* and the inaugural case study report on the winners of *Fight For Children's 2008 Quality Schools Initiative*. The new logo and brand identity are also the basis for the new *Fight For Children* website, which features easier navigation, more links to *Fight For Children* and external resources, and enhanced event information.

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