



**FOR IMMEDIATE RELEASE**

## **The Boys & Girls Clubs of Greater Fort Worth Announces Rebranding Campaign**

### ***New Branding Focused on Changing the Odds for Youth in Fort Worth***

**Fort Worth, Texas -- June 10, 2010** -- The Boys & Girls Clubs of Greater Fort Worth today announced the launch of its rebranding campaign, which includes a new tagline, an updated logo and a complete redesign of the organization's website ([www.fortworthkids.org](http://www.fortworthkids.org)). The new tagline, "Changing the Odds for Youth in Fort Worth," was designed to reinforce and communicate the 84-year old organization's mission of providing enriching programs for youth from disadvantaged circumstances so that they may develop the qualities needed to become responsible citizens.

The new branding campaign focuses on the difference the Boys & Girls Clubs of Greater Fort Worth makes in the community through its ongoing programs, branches and outreach services. As part of the rebranding campaign, the new tagline and updated logo will be incorporated into all communications and marketing efforts, including the new website, the organization's 2009 Annual Report and other communications materials.

"Every single program we offer, including those that address educational, social, psychological and physical needs, helps change the odds for the youth we serve," said Daphne Barlow, president of the Boys & Girls Clubs of Greater Fort Worth. "We are excited to launch a rebranding campaign that succinctly communicates the impact we are dedicated to achieving in our community."

The Boys & Girls Clubs of Greater Fort Worth partnered with Fort Worth-based PR agency Shafer Communications to create and launch the rebranding campaign.

For more information about The Boys & Girls Clubs of Greater Fort Worth, please visit [www.fortworthkids.org](http://www.fortworthkids.org).

### **About The Boys & Girls Clubs of Greater Fort Worth**

The Boys & Girls Clubs of Greater Fort Worth provides enriching programs for youth from disadvantaged circumstances to develop the qualities needed to become responsible citizens. Currently serving over 12,000 youth through its programs, branches and outreach services, the Club has been reaching out to the most vulnerable in the Fort Worth community for 84 years, seeking to change the odds for girls and boys whom other youth agencies fail to reach. For more information, visit [www.fortworthkids.org](http://www.fortworthkids.org).

# # #

### **Media Contacts:**

Kelly Kirkendoll Shafer  
Shafer Communications for Boys & Girls Clubs of Greater Fort Worth  
817.236.6075  
[kelly@shafercommunications.com](mailto:kelly@shafercommunications.com)  
[www.shafercommunications.com](http://www.shafercommunications.com)

Daphne Barlow  
Boys & Girls Club of Greater Fort Worth  
817.834.4711