



Helping kids find hope and healing

FOR IMMEDIATE RELEASE

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CHILD GUIDANCE CENTER UNVEILS NEW LOGO, TAGINE

November 15, 2007 (Lincoln, NE) --Child Guidance Center unveiled its new logo and tagline on October 10 in conjunction with its Fifth Annual Leader in Children's Mental Health Award Breakfast honoring Becky K. Wild, Ph.D., Lincoln Public Schools' Director of Student Services.

The new look was created in partnership with Snitily Carr advertising agency in an effort to increase public awareness of the Child Guidance Center and the critical mental health services it provides to youth and their families in Lincoln— regardless of financial ability. Each year, Child Guidance Center serves more than 2,000 children and adolescents, addressing issues such as, divorce, depression, recovery from trauma or abuse, school performance, behavioral problems, and substance abuse. Since Child Guidance Center first opened its doors in 1949, the need for counseling services in Lincoln has grown immensely. As a result, the agency has continually expanded its programs and staff to meet these needs. As the organization approaches its 60th anniversary, it was important to also advance its graphic identity to better reflect its leadership, expertise, and commitment to building a stronger community.

The tagline "Helping kids find hope and healing" captures the spirit of Child Guidance Center, which is to ensure that youth are given the strength to cope with the trauma they have experienced and reclaim the sense of security and joy that they need to move forward. The image of a parental figure holding a child's hand represents the importance of guiding youth so that they may go on to lead happy and healthy adulthoods.

For more information call 402-475-7666 or visit www.child-guidance.org.

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