



FOR IMMEDIATE RELEASE

Simcoe Community Services Rebrands to Empower Simcoe

Local non-profit agency unveils its new brand committed to empowering their community.

Barrie, Ontario – April 15th, 2019

Simcoe Community Services, a local non-profit agency headquartered in Barrie and with service locations throughout Simcoe County, announced today that they have rebranded their agency as Empower Simcoe to align with their vision to empower people through inclusive programs and services leading to a meaningful and self-fulfilling life.

“We are thrilled to have partnered with Lesley Warren Design Group who has guided us through a much needed rebranding of our Agency”, says Claudine Cousins, Chief Executive Officer of Empower Simcoe. “Their commitment to seeing our vision through to execution has resulted in a brand we are very proud to be a part of” Cousins reflected.

The agency is supported by their foundation which has also rebranded to Empower Simcoe Foundation. “The Foundation is proud of the work we’ve done and excited to continue doing so under our new name and brand” agreed Michael Hesson, President of the Empower Simcoe Foundation.

Empower Simcoe has plans for a launch event in late spring and will be holding Town Halls over the coming months to dialogue with the community about their future direction.

To learn more about Empower Simcoe, their vision for Simcoe County, or to book an interview, contact Jamie Hall at 1-705-726-9082 or email jhall@empowersimcoe.ca. You can also visit www.empowersimcoe.ca.

About Empower Simcoe

Empower Simcoe responds to community needs through inclusive supports and services that enhance the quality of all lives. As an organization dedicated to service, we work mindfully to empower individual goals, while treating everyone with respect and dignity. Our mission is to empower people to lead a full and inclusive life, by providing the highest quality of services. We are a welcoming organization that provides everyone with the opportunity to Be, Belong, and Thrive.

About Lesley Warren Design Group

Since 2007, LWDG has successfully built and evolved hundreds of brands, earning a reputation of branding excellence in the community. We believe in purposeful design, producing relevant visuals that are well thought-out, clearly communicated and strategically focused. At Lesley Warren Design Group, we believe great design doesn’t just happen, it is the result of purposeful design led by a clear brand strategy. Our designs attract the eye, inspire the mind and touch the heart, while simultaneously executing a strategy which tells a brand story, answers a question, or solves a problem. Let us help you tell your story.

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