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Loretto Announces New Brand: Extraordinary People, Exceptional Care

Syracuse, NY (March 2, 2018) – Loretto President and CEO Kimberly Townsend revealed Loretto’s new brand on Friday, March 2, 2018. The new brand consists of a new logo, tagline and updated mission statement.

“As we went through this journey of self-discovery, we spoke with our employees, our residents, our Board members, community leaders, and others,” said Townsend. “Several key themes emerged, including leadership, trust, value, and above all, family.”

The new tagline that was developed from this feedback is “Extraordinary People, Exceptional Care” – which is dedicated to recognizing the people Townsend says make every day extraordinary at Loretto. The updated mission statement goes hand in hand with the tagline: To be a family of exceptional people caring for an about each other.

The centerpiece of the new Loretto brand is the “Lifecircle” logo. The new logo was chosen as a result of its symbolism of inclusiveness. A symbol that Townsend says pays homage to Loretto’s ongoing mission to provide care for all, across the continuum.

“The bold strands of light represent the vibrancy of life itself; that tangible feeling of harmony and happiness that we strive to instill into the everyday lives of our employees, program participants and residents,” said Townsend.

Townsend also said the new brand is for both the individuals who use Loretto’s services, and the individuals who provide those services.

“Our focus is just as much on providing our employees with the support they need—whether that’s health care, transportation assistance, our new diaper bank, or many other employee programs—as it is on our residents and program participants,” said Townsend.

The reason for the rebrand came as the result of a desire to recognize employees and Loretto’s evolution of services.

“We decided to invest in a new brand and a new mission because our previous brand and mission reflected an outdated business,” said Julie Sheedy, Vice President of Marketing and The Foundation. “It is important for our current family to be properly recognized, and it is also important for our employee recruitment efforts, as well as for the financial stability of our programs and facilities, that the community truly understands who Loretto is and all that we do.”



Loretto's newest PACE-CNY location in East Syracuse just received a State grant to build a storage and maintenance facility to extend the useful life of the vehicles used for transportation of PACE program participants and the delivery of medical equipment. According to Townsend, the growing demand for Loretto's PACE-CNY program is a perfect example of how the industry is changing, how their services are growing, and why they are rebranding.

Signage at Loretto's 19 locations, along with other areas and materials that use the Loretto logo, will be updated over the coming months.

About Loretto

Loretto is a leader in comprehensive healthcare services in Central New York. As the fourth largest healthcare provider and the sixth largest employer in the region, the 2,500 exceptional people at Loretto's 19 locations deliver extraordinary care to close to 10,000 people of all ages, income levels, and care needs in Onondaga and Cayuga counties each year. From adult day programs and short-term rehabilitation, to the home-like settings in its assisted living communities and skilled nursing facilities, Loretto is actively investing in its employees, in medical research, and in new technologies to improve care in our community, Making Every Day Extraordinary. Loretto: Exceptional people. Extraordinary care. For more information on Loretto, please visit lorettocny.org.

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President and CEO Kimberly Townsend will be available for interviews throughout the day today, Friday, March 2. Please contact Julie Sheedy at jsheedy@lorettosystem.org or 315-413-3480 to schedule.

A virtual press kit is available for all media on the Loretto web site at:

<https://www.lorettocny.org/press>

Materials include:

- *Logos*
- *Images of Loretto facilities*
- *Images of Employee Brand Celebrations*