



# ***NEWS RELEASE***

**FOR IMMEDIATE RELEASE**

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## **Connecticut Children's Launches New Brand Campaign With Updated Logo!**

**Hartford, Conn.-** Earlier this morning, Connecticut Children's new brand campaign and commercial officially began airing on cable television during specified programs that reach families across the state. You can watch it on the official campaign landing page by visiting <http://www.growchildren.org> or by [clicking here](#). On this page, Connecticut Children's is proud to share its new brand positioning, campaign and tag line, Never Stop Growing!

"At Connecticut Children's, we strive to ensure the physical, emotional and social wellbeing of all children, even before they walk through our doors," said Deb Pappas, VP and Chief Marketing and Communications Officer. "This campaign illustrates our dedication to our patients and families we serve. We will never stop growing, innovating or improving children's health."

Starting today, May 1<sup>st</sup>, Connecticut Children's Medical Center is now Connecticut Children's. The logo will simply refer to the hospital as Connecticut Children's.

Since 1996, Connecticut Children's locations and services have expanded beyond the walls its main campus at 282 Washington Street, Hartford. Its focus is no longer just on those children needing clinical care, but on lifting the health and well-being of all children across the state. Connecticut Children's services, research and expertise now extend beyond clinical care to population health, social determinants of health, and community-based programs. This helps ensure that patients receive better care and achieve superior outcomes, and addresses health and well-being for all children in the state and region.

Today, as Connecticut Children's locations of care continue to expand across the region- from Fairfield to Hartford and beyond- we continue to expand the array of services and programs we provide for children and families- ranging from urgent to virtual care, to population health and community services. The new brand, inclusive of Connecticut Children's name and logo, is now reflective of that growth.

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***About Connecticut Children's***

Connecticut Children's is the only hospital in Connecticut dedicated exclusively to the care of children and ranked one of the best children's hospitals in the nation by U.S. News & World Report and a Magnet® designated hospital. Connecticut Children's provides more than 30 pediatric specialties along with community-based programs to uniquely care for the physical, social, and emotional needs of children. Our team of pediatric experts and care coordinators bring access to breakthrough research, advanced treatments for both rare and common diseases, and innovative health and safety programs to every child. Connecticut Children's is a not-for-profit organization with a mission to improve access to healthcare for all children through convenient locations, care alliances and partnerships.