



**Healthier
Moms &
Babies**

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HealthierMomsAndBabies.org
Bold Compassion.

Press Release

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Healthier Moms and Babies Launches New Brand Identity

Fort Wayne, IN – Healthier Moms and Babies, a nonprofit organization that provides programs, resources and education to our community’s vulnerable families, announced an evolution of its brand identity.

“At Healthier Moms and Babies, we deliver bold compassion,” said Paige Wilkins, Executive Director. “We wholeheartedly support families of all sizes, structures, cultures and experiences to help them lead their best lives, and we do it with an open mind, our hearts on our sleeves and an above-and-beyond approach.”

“It’s what we’ve always done, and how we’ve always done it,” said Tabitha Ervin, Board Chair. “As we’ve experienced significant growth over the last several years, we stepped back to evaluate how we communicate who we are. Our new identity reflects the comprehensive nature of who we are, what we do and who we serve, and positions us to continue to grow into the future.”

The new identity includes a new visual identity and brand ideology, which is being used across all Healthier Moms and Babies marketing channels and materials. The work was guided by a local brand consulting firm and informed by the internal and external stakeholders of the organization.

Learn more at HealthierMomsAndBabies.org.

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About Healthier Moms and Babies

Healthier Moms and Babies provides programs, resources and education to Northern Indiana's most vulnerable families with the goal of reducing infant mortality and improving the outcome of pregnancies in our community.

Visit HealthierMomsAndBabies.org for more information.