



FOR IMMEDIATE RELEASE

Contact: Lisa Bloch  
415-506-6256

## **ONE OF MARIN'S FIRST NONPROFITS UNVEILS NEW BRANDING**

*Marin Humane Society Now "Marin Humane"*

March 16, 2017—One of Marin County's first nonprofits unveiled its new identity today, including a name change, new website—[marinhumane.org](http://marinhumane.org)—and revised logo.

"One of the things we kept hearing over the years is that the public isn't aware of the breadth and depth of our work," said CEO Nancy McKenney. "While sheltering animals is at our core, we've evolved over the years to include many programs that help people as well as animals."

Marin Humane was founded in 1907 by San Anselmo resident Ethel Tompkins. The organization grew tremendously over the years and now employs 100 people, engages 700 volunteers, and helps more than 10,000 animals every year—and countless humans, too.

The new branding includes an updated logo and tagline. "Our old logo was a bit dated and didn't really reflect our forward-thinking approach," added Lisa Bloch, director of marketing and communications. "In addition, we wanted a tagline that spoke to the essence of what we do, which, when you boil it down, is making lives happy. Whether it's a lost kitty we've been able to reunite with her family, a senior who's now able to keep his dog because we're providing free pet food, or a child with autism who's gaining confidence working with dogs, we're making lives happy."

Sausalito-based Good Stuff Partners was chosen for the branding campaign and Column & Row Consulting, based out of Mill Valley, provided website project management.

Aimee Kilmer, co-founder of Good Stuff Partners, added, "The tagline we developed, Lives made happy™, inspired us to create the smile icon in their identity, which is a simple and recognizable symbol that will be used across all their communications."

Marin Humane is the only open-door animal shelter in Marin and provides 24/7 animal services for the county. Its services and programs place homeless animals in loving homes, provide humane education to kids, teach people to be good pet parents, help low-income seniors care for—and keep—their beloved pets, and much more.

For more information, visit [marinhumane.org](http://marinhumane.org).

###