



Mary's Center

Quality healthcare. Stronger communities.

PRESS RELEASE

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Mary's Center Announces Major Rebranding to Reflect Expansion, Diversity, and Inclusion

A New Logo, Slogan, and Website Are Part of the New Look

Name Remains the Same as a Testament of its Strong Influence in the Nation's Capital

Washington, DC –Today, Mary's Center announced a major rebranding to reflect the company's growth, diversity, and ongoing mission of providing high quality services to individuals from ALL communities across the DC metropolitan region.

Since its inception in 1988 when Mary's Center opened a small basement clinic to provide prenatal care to Central American women fleeing war and poverty, the organization has broadened its services and population. Today, Mary's Center serves over 54,000 individuals a year from more than 50 countries. The new look reflects the organization's growth, diversity, and inclusivity.

"We want to make sure every person knows that we are here for them regardless of their race, ethnicity, age, income-level, sexual orientation, or gender." says Maria Gomez, Founder, President, and CEO. "This rebranding is an opportunity to truly demonstrate our insistence on supporting and connecting with the diverse communities we serve."

Ranked as one of the top community health centers in the country for the quality of its services, Mary's Center has been a leader in healthcare and economic growth for over 30 years in the District of Columbia and surrounding areas. Given the impact and reputation of its work in three decades, Mary's Center will keep its name as a testament to the organization's worth and leadership in healthcare in the nation's capital.

Headquarters: 2333 Ontario Rd NW, Washington DC 20009

maryscenter.org



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The new logo uses interweaving, complimentary shapes and colors to demonstrate the supportive relationship between Mary's Center's staff and participants guided by the center's Social Change Model, which creates a web of comprehensive services focused on delivering equitable and quality care.

"The blue shapes within the new logo represent members of the community and the yellow shapes represent the caring and supportive staff at Mary's Center," said Meghan Tucker, Marketing Director. "These shapes and complimentary colors converge into a circle that symbolizes Mary's Center's infinite commitment to providing quality and equitable care at the core of every participant interaction."



In addition to the new logo, the rebranding includes a complete redesign of Mary's Center's website, tagline, and colors. For more information about Mary's Center's new rebranding, visit www.maryscenter.org.

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About Mary's Center

Founded in 1988, Mary's Center is a community health center that provides healthcare, education, and social services to more than 54,000 individuals from over 50 countries. Using a holistic, multipronged approach, Mary's Center helps participants access individualized services that set them on the path toward good health, stability, and economic independence. For more information, visit www.maryscenter.org.