**FOR IMMEDIATE RELEASE**

CONTACT:

Sonia Barnes-Moorhead

(845) 871-1117 [smoorhead@astorservices.org](mailto:smoorhead@astorservices.org)

**ASTOR SERVICES REBRANDS TO RELECT UPDATED OFFERINGS;**

**INTRODUCES SHORTER NAME, FRESH LOGO AND TAGLINE**

*New Image and Branding Align with Increased Scope of Work and Diversity of Populations Astor Serves*

**RHINEBECK, AND BRONX, NY, October 5, 2022** – Leading up to [Astor Services](http://astor.org/)’ 70th year of providing mental/behavioral health and educational services within New York State’s Hudson Valley and the Bronx, the agency has rebranded. This revamp, which includes shortening the organization’s name from Astor Services for Children & Families to Astor Services, reflects how the nonprofit’s offerings have grown and evolved, including expanding into an Adult Care Management program at the start of this year to meet the needs of individuals ages 18 and older for free services if they have Medicaid.

Astor’s updated brand showcases its increased scope of work, the diversity of populations it serves, and the organization’s continued mission to help families thrive, while nodding to its deep legacy. In addition to colorful, modern graphics, Astor now boasts a new tagline: Help. Heal. Hope. Chicago-based brand design agency [Soulsight](https://soulsight.com/) helped Astor rethink, revise, and rebrand, and all work was done pro bono.

“After 13 years of having the same name and imagery, we are more than ready to showcase our refreshed brand, which spotlights how Astor has advanced and expanded over the years to best and most inclusively meet the needs of our communities,” said Yvette Bairan, CEO of Astor Services. “Our new logo features our updated name, ‘Astor Services’, along with our traditional ‘Astor blue’ and a flower representing our desire to see our clients blossom and flourish, which is at the heart of our mission. It perfectly speaks to where we’ve been, where we are now and, even more importantly, where we’re headed next.”

Astor has also incorporated regional logos to illustrate the reach and diversity of the regions and communities Astor serves within the Hudson Valley and the Bronx. A logo representing Astor’s affiliation with Catholic Charities is also being introduced as part of the rebrand.

**About Astor Services**

Astor Services, as it has since 1953, promotes the well-being of children, adolescents, their families and adults over the age of 18 through a range of programs that prevent and treat emotional problems and facilitate healthy development. Now serving more than 10,000 children, families and adults annually, Astor’s current range of services to families in the Mid-Hudson Valley and the Bronx include: Residential Treatment, Therapeutic Foster Family Care, Early Childhood Programs, Community-Based Behavioral Health and Prevention Services, and Adult Care Management. For additional information please visit <http://astorservices.org/> or call (845) 871-1117.

# # #

Note: Photos of all of Astor Service’s new logos are attached.