



**FOR IMMEDIATE RELEASE**

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## **FRIENDS FIRST Re-Launches Brand through New Logo, Website**

*Revitalized brand image supports expansion of teen mentoring programs*

**Denver, CO** (Feb. 15, 2017) – FRIENDS FIRST today unveiled its new brand, illustrated by a [new logo and website](#) that celebrates the organization’s success over the past 24 years, educating and mentoring teens to make positive life choices and develop healthy relationships. The new brand also looks to the future expansion of these efforts and licensing of its flagship STARS (**S**tudents **T**eaching **A**bout **R**elationships and **S**uccess) program across Colorado and the U.S.

“The launch of our new brand is just the beginning of what will be an exciting year for our organization,” said Elycia Cook, FRIENDS FIRST executive director. “While our mission has been consistent for more than two decades, it’s important that our visual identity keep up with the evolution of our programming and reach the communities we serve with a clear and consistent message. This new brand identity will serve us well as we work with more communities around the country.”

In the past, a single heart paired with shades of blue signified the FRIENDS FIRST brand. The new logo incorporates a multicolored graphic to demonstrate the wide-ranging group of people and communities served by FRIENDS FIRST programs. Colors revolve and connect in the triangular image, conveying the strength and support that the organization passes on to teens through its peer-to-peer mentoring programs. FRIENDS FIRST Staff mentor high school students and those students in turn, mentor middle school students. The triangle represents that relationship. The **MentorLife** text represents the mantra the organization embodies, where mentors carry what they learn during their time with FRIENDS FIRST throughout their lives.

The brand re-launch also includes a [new website](#) that aligns with the new brand, presenting a clean look, easy to navigate layout and enhanced features in an effort to ensure partners can access all the resources provided by FRIENDS FIRST including its staff and mentors and mentees.

In 2017, FRIENDS FIRST’s premier annual event, the STARS National Conference, celebrates its 20<sup>th</sup> anniversary. The popular four-day event will be held June 14-17 at Regis University. The conference brings together teens from around the country to train them in leadership skills and build healthy relationships while they experience life on a college campus. Visit [friendsfirst.org](http://friendsfirst.org) to learn more.

### **About FRIENDS FIRST**

FRIENDS FIRST, founded in 1993, educates and mentors teens to make positive life choices and develop healthy relationships through various teen and community programs offered locally and throughout the U.S. For more information about FRIENDS FIRST and its programs please call 720.981.9193 or email [info@friendsfirst.org](mailto:info@friendsfirst.org).

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