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Serving Adults with Developmental Disabilities

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Rainbow Village Unveils New Name And New Logo ***The Organization's Rebranding Efforts Signify Its Commitment To Communities Served***

(St. Louis, MO, February 18, 2021) — Rainbow Village has completed an extensive rebrand reflecting its legacy as the leading housing provider for adults with intellectual and developmental disabilities (I/DD) in the region. At the heart of this rebranding is a change of its name to Promise Community Homes and a new brand identity. The rebranding solidifies the organization's stance as the leader in offering unique housing solutions and uncompromising accommodation for individuals with complex needs.

"Promise Community Homes' rebrand pays homage to our forty-seven-year history while positioning our organization for future growth. We continually strive to be the best at everything we do every day, for every resident," said Erin Eberhard, Executive Director of Promise Community Homes.

Added Joanna Jones-Raymond, Director of Development and Community Relations, "The rebrand is not cosmetic. Our new logo better represents our organization's central mission — to be the preferred housing provider for individuals with intellectual and developmental disabilities and positions Promise Community Homes as an innovative and forward-thinking leader in our industry."

The organization's new name underscores its promise to be the property management and housing partner of choice for individuals and families with complex needs. The new logo depicts a home with a keyhole image, representing safety and security, and the residents themselves — residing in an accessible home (on a ramp). Using a contemporary font and color palette, the logo radiates strength, vitality, and passion for the organization's essential services.

"While our name is changing, our commitment to our residents, families, and community is unwavering," continued Eberhard. "We are striving to inspire new generations of partners and advocates."

With the recent rebranding, the organization continues positioning itself as the preferred provider of safe and affordable neighborhood homes for the intellectually disabled, some with complex accessibility needs. To experience the new brand assets and to learn more about Promise Community Homes, visit PromiseCommunityHomes.org/brand.

About Promise Community Homes:

Promise Community Homes is the leading housing provider of choice in the St. Louis region. The nonprofit maintains 88 safe, affordable and accessible homes for adults with intellectual and developmental disabilities (I/DD). In 1973, its founders created a circle of homes surrounding the Wolff Community Center on Dautel Lane in Creve Coeur, MO, now known as Rainbow Village by Promise Community Homes.



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PromiseCommunityHomes.org