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## **FOR IMMEDIATE RELEASE**

### **Greater Pittsburgh Community Food Bank Unveils New Branding**

**PITTSBURGH, PA (Thursday July 1, 2021)** – Greater Pittsburgh Community Food Bank, the region’s largest food assistance organization, announced today a new brand strategy that elevates the organization’s identity to better represent the entirety of its overall mission and service area.

“This brand refresh better reflects the overall work and impact of the Food Bank in our region,” said Lisa Scales, President and CEO of the Food Bank. “The pandemic highlighted the incredible need for food assistance, not only here in southwestern Pennsylvania, but across the country. We also know food is just one area of need for so many people and our organization is taking the necessary steps to address this.”

A new tagline, ‘serving the three rivers region’, was introduced to better reflect the full reach of the Food Bank’s 11-county service area. The new brand identity includes a new logo that symbolizes the Food Bank’s efforts to provide fresh, healthy produce and the organization’s expanded focus on overall life stabilization work. A new website will be launched in the fall.

“While our name remains the same, our logo has changed to better signify our organization and what we provide for our community,” said Scales. “This new branding calls out our desire to stabilize lives in the region, with food still being the core of our work.”

The brand refresh coincides with the organization’s ongoing Grow Share Thrive comprehensive campaign. Grow Share Thrive includes a 30,000 square foot expansion on the Food Bank’s headquarters in Duquesne, while also expanding programs and services to combat food insecurity. A new life stabilization department was created in July 2020 during the COVID-19 pandemic.

“Social inequality is a root cause of food insecurity,” said Scales. “Taking a holistic approach by increasing ways to provide food assistance to people and expanding our partnerships to reach all communities and sectors enables us the opportunity to make the greatest impact.”

#### **About Greater Pittsburgh Community Food Bank**

Greater Pittsburgh Community Food Bank is a nonprofit organization that distributes food for more than 45 million meals annually across 11 counties in southwestern Pennsylvania through a network of more than 850 agencies, partners and programs. The Food Bank was founded in 1980 and is a member of Feeding America, the leading domestic hunger-relief charity in the U.S. For more information on hunger in our region or how to get involved, visit [pittsburghfoodbank.org](http://pittsburghfoodbank.org).