



PRESS RELEASE

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Contact: David Rivera

Cell: 203-841-8494

INTERVAL HOUSE LAUNCHES NEW BRANDING AND RECOMMITTS TO END DOMESTIC VIOLENCE AS PART OF 40th ANNIVERSARY

HARTFORD – For more than 40 years, Interval House has provided lifesaving help to victims of domestic violence. On Monday, the organization unveiled its new logo, website and brochures as part of its anniversary rebranding project, and its Domestic Violence Awareness Month initiative.

In January, when President/CEO Mary-Jane Foster took the helm at the Hartford-based nonprofit, she pledged to boost outreach and services. A key component, she said, was a fresh look and update of all marketing materials used to reach victims and their families.

“It’s time to introduce and also reconnect Interval House to our communities and that’s what the new logo, website and printed materials do,” Foster said. “It also shows we are committed more than ever to ending this insidious cycle of violence and will always be there to help victims and their families.”

Last week, Foster showed the new website and printed material to Interval House’s ***Men Make a Difference, Men Against Domestic Violence***[™] committee. US Senator Richard Blumenthal, co-chair of the men’s group, said the new website and brochures were impressive.

“When a victim of domestic violence takes the courageous step to seek assistance, online resources can be lifesaving,” Blumenthal said. “As a founding member of Men Make a Difference, Men Against Domestic Violence, I am proud to stand with Interval House as it improves and expands its critical communication tools.”

The new blue and orange logo was created by a student at the University of Hartford. Several designs were submitted from students before one was selected. The [brochures](#) were redesigned by Interval House staff and Mosaic, a marketing and printing firm from Branford. The [website](#) was redesigned by Nikki D. May, a designer and artist from Kentucky.

Araelle Ash, a communications expert and member of Interval House’s Board of Directors, helped spearhead the website and logo project. She said new logo and website help promote a positive outlook to a very serious issue.

“What I set out to achieve was a fluid magazine-style website that conveyed freedom from abuse and at the same time gave more in-depth information than many sites out there,” Ash said. “I wanted a

site with sections that shine light on this most secretive subject and offer keys to unlock a maze of complicated dynamics.”

Foster said Interval House staff and volunteers will immediately begin new outreach by promoting the website, as well as distributing the new brochures throughout the 24 towns and cities it serves.

“Hopefully, someday, we will not need a website and brochures and we can close our doors and turn off our hotline,” Foster said. “Until then we will be here.”

Since 1977, Interval House has helped more than 230,000 victims of domestic violence. The agency operates a 24-hour crisis hotline, 20-bed emergency safe house and provides counseling for victims and advocates in both the criminal and civil court system. Anyone looking for help in a domestic violence situation can call the hotline at: 860-527-0550.

For more information go to: www.intervalhousect.org

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Interval House • P.O. Box 340207 • Hartford, CT 06134-0207 • Business Phone 860-246-9149 • Hotline 860-527-0550

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