



Inspiring Hope + Wellness in Our Community

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MEDIA RELEASE: CARIZON LAUNCHES TAGLINE TO ESTABLISH THEIR BRAND

Kitchener: Carizon Family and Community Services has launched a new tagline – “Inspiring Hope and Wellness in Our Community.”

“We’ve been through an exciting process to get us here,” says Carizon CEO Tracy Elop. “And it’s been a great example of how the contribution of many can lead to better outcomes.”

The tagline development process started with identifying the need to help the community understand what Carizon is all about. While Carizon is the result of a 2013 amalgamation of two long-standing community organizations - Mosaic Counselling and Family Services and kidsLink – the name “Carizon” is new to the people in our Region. Many have asked, “what exactly does Carizon do?” As a multi-service organization that provides therapeutic, supportive and preventative programs, this question doesn’t summon a simple answer.

“By establishing a tagline, we hope to spark a further conversation about how we inspire hope and wellness in our community,” says Carizon Board Chair, Holly Harkins-Manning.

The Carizon tagline came out of an engagement process with stakeholders that included a staff contest, community focus groups, and a committee comprised of staff, Board and community members.

Ultimately, the Board of Directors unanimously approved the tagline.

So why this tagline?

- The tagline includes words from the Carizon vision: Hope, Wellness, Community.
- The word “Inspiring” adds an action that reflects how Carizon works alongside people to help them find the strength, skills and resilience to achieve wellness.
- The tagline also highlights “Our Community” expressing Carizon’s commitment to serving our neighbours in this Region.

“I express my sincere gratitude to all who participated in the process that led to this outcome,” says Tracy. “I believe these words: “Inspiring Hope and Wellness in our Community” truly speak to the spirit of Carizon – and that’s what Carizon is all about.”

ABOUT CARIZON:

Carizon is a source of hope for our community. When children, youth, adults, couples or families face life's challenges, Carizon programs and services provide the care and compassion to help them achieve wellness. Carizon specializes in children's mental health, youth engagement and development, family violence services, individual and family counselling, parental support and education, credit counselling, workplace resilience, settlement support and community wellness.

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