



555 W Washington Avenue, Suite 200 • Madison WI, 53703 • 608-284-0580 • www.wccf.org

FOR IMMEDIATE RELEASE: July 10, 2017
CONTACT: Wenona Wolf, Communication and Development Manager
wwolf@wccf.org; 608-284-0580 x 304

The Wisconsin Council On Children and Families to Unveil A New Name, New Logo, and Renewed Mission

(Madison, WI) – The Wisconsin Council on Children and Families (WCCF) will announce a new name, new logo, and a renewed vision at a special event tomorrow evening, Tuesday, July 11, at the Majestic Theater in downtown Madison.

The organization is taking this bold step in order to ensure it is adapting and meeting the ever-changing needs of Wisconsin’s children and families. The organization will continue providing high-quality research, policy analysis, and advocacy and will work to build the best future possible for every child and every family in Wisconsin—especially children and families of color and those furthest from opportunity.

Based on the evidence presented by the organization’s Race to Equity project, WCCF aspires to play a larger role in addressing the disparities (racial, ethnic, income, etc.) that exist in Wisconsin.

The organization was recently awarded a \$1 million grant over the next five years by the Wisconsin Partnership Program. The grant will fund work toward the development of local racial-equity policy agendas that can be extended toward a community-informed, state-level racial equity policy agenda to ultimately improve the well-being of children and families of color in Wisconsin and address the underlying social determinants of health that threaten the health and well-being of Wisconsin’s children and families, regardless of race, ethnicity or class.

“I am very excited about our new name. One of the keys to our longevity has been changing with the times and looking forward,” said Ken Taylor, Executive Director of the Wisconsin Council on Children and Families. “We chose a name less about who we are and more about where we go and who we want to travel with. I can’t wait to share the new name, new logo, and renewed mission on July 11.”

WCCF was founded in 1881, making it the oldest multi-issue child advocacy organization in the country. The organization has changed its name five times since its inception.

WCCF works to promote access to opportunity for children and families in the areas of health, early education, and juvenile justice. The organization is also home to the [Race to Equity Project](#) and the [Wisconsin Budget Project](#).

[A New Name, A New Look, A Renewed Mission](#)

Tuesday, July 11, 2017

5:00 p.m. (program starts at 6:00 p.m.)

Majestic Theater, Madison, WI

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