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**Episcopal Children's Services Unveils New Logo and Name as Part of Brand Refresh**  
*Episcopal Children's Services will now be known as ECS4Kids.*



**JACKSONVILLE, Fla.**, October 7, 2024 – Episcopal Children's Services (ECS), a leader in early childhood education in the state of Florida, is proud to announce the unveiling of its new logo and name as part of a comprehensive brand refresh. This update reflects the organization's growth, vision for the future, and ongoing commitment to serving the needs of children and families in Florida. The brand refresh comes on the heels of new leadership under Dr. Natalya Roby, who stepped into the role of President & CEO earlier this year.

The new logo builds on the existing ECS mission to empower communities to rise above systemic poverty with comprehensive early childhood education and holistic family support. With a fresh, modern design, the logo incorporates bright colors and dynamic elements that represent the energy, creativity, and potential of the youth the organization serves. The colorful bird, updated and carried over from the previous logo faces to the right, signifying a launch forward into new beginnings and new heights—lifting up our children and families to continue to believe, achieve and soar.

ECS President & CEO, Dr. Natalya Roby shares equal excitement about the launch, stating, "This new logo represents more than just a visual update—it's a symbol of our renewed focus and vision," commented Dr. Roby. "We're reinforcing our commitment to our mission to ensure our children and families have the resources, support, and opportunities they need to thrive. This refresh reflects our commitment to creating lasting, positive change for the children and families we serve and the communities we work to change."

Along with the new logo, Episcopal Children's Services is now proudly known as ECS4Kids. This new name better reflects the agency's dynamic approach to early childhood education in a succinct way. Still honoring the organization's humble beginnings, ECS is the shortened version of Episcopal Children's Services, a moniker many already used to refer to the organization. ECS4Kids has also introduced

updated messaging and a redesigned website to provide a more engaging and accessible experience for parents, community members and staff. This refresh transformation is the result of months of collaboration, ensuring the refresh resonates with current and future partners while also ensuring it captures the essence of ECS4Kids mission and values.

While the name and branding may be refreshed, the work remains the same to continue to empower communities through early childhood education and holistic family support. As ECS4Kids enters this new chapter, the organization is also preparing to launch new initiatives aimed at further expanding the nonprofit's reach and impact in the coming year.

### **About Episcopal Children's Services**

Offering early childhood education and holistic family services, Episcopal Children's Services provides School Readiness, Head Start, and Early Head Start programs to more than 27,000 children and their families in 14 counties in Florida, including Alachua, Baker, Bradford, Citrus, Clay, Dixie, Duval, Gilchrist, Lake, Levy, Marion, Nassau, Putnam, and St. Johns counties.

ECS uses research and best practices to help families ensure their children enter school ready to learn. Talented, dedicated teachers and staff work proactively with children from birth to age five and their families to build a strong educational foundation.

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