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## PRESS RELEASE

### The Arc of Weld County is now The Arc of Northeast Colorado

*IDD advocacy group rebrands to reflect their regional commitment to individuals with intellectual and developmental disabilities, their families, and communities.*

#### FOR IMMEDIATE RELEASE

The Arc of Weld County, a leading nonprofit advocacy organization for individuals and families whose lives are affected by intellectual and developmental disabilities, announced today that it has officially rebranded to The Arc of Northeast Colorado to better reflect its commitment to clients, partners, and communities across northeastern Colorado.

“We have a real heart for the communities we serve,” says Amelia Koehmstedt, Executive Director for The Arc of Northeast Colorado. “Our non-attorney advocates provide valuable connections, resources, and support to help our neighbors in need to improve their wellbeing and overall quality of life. This rebrand sets the stage for a much broader regional connection to people who desperately need our assistance.”

As part of the rebranding effort, the group conducted extensive qualitative research, gathering firsthand perspectives and input from various stakeholders across the entire seven-county service area. The group also commissioned custom photography of local, recognizable landmarks from many of these communities to help reinforce a broader sense of community—imagery that will support the website, marketing programs, promotional materials, and general awareness with community members, school districts, case managers, service providers and other stakeholder groups.

Life with IDD can be a long and challenging road, but you don’t need to go it alone. Inclusion, acceptance, and belonging are possible with The Arc of Northeast Colorado on your side. You just need to take the first step.

#### **About The Arc of Northeast Colorado**

Headquartered in Greeley, The Arc of Northeast Colorado’s mission is to promote and protect the rights of people with IDD through empowerment, advocacy, and community outreach in Weld, Logan, Morgan, Washington, Sedgwick, Phillips, and Yuma Counties. As a 501(c)(3) nonprofit, we offer free advocacy services for individuals with IDD, support to families and communities, as well as provide community outreach including events, education, and training initiatives. Governed by a volunteer Board of Directors, the organization includes self-advocates, parent advocates, and community members.

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