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FOR IMMEDIATE RELEASE

**MEALS ON WHEELS OF MERCER COUNTY REBRANDS TO JOIN NATIONWIDE MOVEMENT  
TO ADDRESS SENIOR HUNGER AND ISOLATION**

*NATIONAL BRAND ASSOCIATION PROMISES TO ELEVATE MISSION AWARENESS*

**Ewing, NJ (September 2017)**– Meals on Wheels of Mercer County, today announced its official launch of its new brand identity to join Meals on Wheels programs across the country in their efforts to build the capacity needed to serve the rapidly growing demand for nutritious meals, friendly visits and safety checks.

The national Meals on Wheels branding, the result of extensive research and development by Meals on Wheels America and [Duffy & Partners](#) in 2015, is designed to more clearly and evocatively convey Meals on Wheels as a vital safety net addressing senior isolation and hunger, and to establish a consistent look and feel for programs that historically have not shared a common brand. Since it was introduced, the national brand has gained recognition from Paste Magazine, the Transform Magazine Awards and the American Business Awards.

“We are very excited to unveil our new branding to the Mercer County community” said Sasa Olessi Montaña, Executive Director of Meals on Wheels of Mercer County. “Branding with our national organization gives a visual to our alignment with a broader, national movement. It reaffirms our commitment to maintaining the high standards expected from a national affiliate, and opens up more opportunities for our local organization at the national level. It also identifies us with other Meals on Wheels affiliates all over the country who have also rebranded.”

As part of the rebranding, Meals on Wheels of Mercer County has unveiled a new logo, a new website, new marketing materials, and new colors; blue and green.

“This new identity symbolizes the power found in people coming together—a forward movement—where the wheels of urgency generate an energy that is central to the very essence of the organization, just as the ‘M’ and ‘W’ are essential to the most beloved and recognized name that Meals and Wheels evokes,” said Joe Duffy, Creative Director at Duffy & Partners. “In my 30 years in this business, I have never been more proud to extend our hand in using the power of design to contribute to the enrichment of lives for so many.” To learn more about the meaning behind Meals on Wheels’ visual identity, [watch this video](#).

Meals on Wheels of Mercer County joins more than 100 fellow Meals on Wheels programs serving vulnerable seniors across the country. To learn more about how the new identity will take shape, visit [www.mealsonwheelsmercer.org](http://www.mealsonwheelsmercer.org).

### **About Meals on Wheels of Mercer County**

Meals on Wheels of Mercer County is a comprehensive nutrition program committed to providing nutritious meals, and related services, which are designed to promote the independence, dignity, health and wellbeing of our homebound customers. We currently deliver meals to over 300 homebound individuals in the Mercer County area, with the help of a large group of caring and committed volunteers. Last year we served over 70,000 meals to the Mercer County community.

Participants receive one hot meal, with an additional small cold meal per day, Monday through Friday, including weekend meals. As a comprehensive nutrition program, Meals on Wheels of Mercer County also offers nutrition counselling and education, shelf-stable groceries once a month, “Blizzard Bags” for inclement weather, and pet food for our recipients’ furry companions.

### **About Meals on Wheels America**

Meals on Wheels America is the oldest and largest national organization supporting the more than 5,000 community-based senior nutrition programs across the country that are dedicated to addressing senior hunger and isolation. This network exists in virtually every community in America and, along with more than two million volunteers, delivers the nutritious meals, friendly visits and safety checks that enable America’s seniors to live nourished lives with independence and dignity. By providing funding, leadership, research, education and advocacy support, Meals on Wheels America empowers its local member programs to strengthen their communities, one senior at a time. For more information, or to find a Meals on Wheels provider near you, visit [www.mealsonwheelsamerica.org](http://www.mealsonwheelsamerica.org).