

For Immediate Release
Contact: Robin McHaelen
860-232-0050
rmchaelen@ourtruecolors.org

True Colors Launches New Brand and Website

These changes, along with a recent move to a more spacious office in Hartford mark a 'New Era' for the LGBT youth and family organization.

December 4, 2009 (Hartford, CT) – True Colors, the only CT organization advocating for LGBT (Lesbian Gay Bisexual Transgendered) youth, announced today the launch of their new brand and redesigned website, www.ourtruecolors.org.

This news follows True Colors recent move from Manchester to a more spacious, centrally-located office on Farmington Ave. that housed the marriage equality group *Love Makes a Family*. It's the beginning of a new chapter for the 12 year-old organization that has grown in great capacity since its inception.

"This marks a new era for True Colors," said Founder and Executive Director, Robin McHaelen. "Our growth since 1997 has been incredible to witness. Our new brand, website and office are all a reflection of our increased outreach and the ever-growing need and demand of our services."

The fresh new logo will strengthen True Colors identity and position in the community. The new website will address user needs in finding resources, events, volunteer opportunities and information more efficiently for a diverse audience.

"Our users range from a high school principal to a DCF social worker to a mother whose child just revealed he is gay," said Cheryl Parks, PhD who is serving her 3rd term as President of the Board of Directors.

According to studies*, LGBT youth are up to 4 times more likely to attempt or commit suicide than their heterosexual counterparts. True Colors was one of the first in the state to provide support services to this demographic group.

"True Colors has been there for our youth and families during a different time when there were very few LGBT resources out there." said Parks. "Over the years we've broken through doors and continued to elevate our programs and services. So, these new changes are not just exciting, but in a way symbolic of furthering the consistent evolution and expansion of our organization."

About True Colors

True Colors is a non-profit organization that works with other social service agencies, schools, organizations, and within communities to ensure that the needs of sexual and gender minority youth are both recognized and competently met. The organization trains more than 2400 people annually, organizes the largest LGBT youth conference in the country with more than 2000 attendees and manages the state's only LGBT mentoring program. True Colors has been spotlighted by both national and local media for their expertise in LGBTI youth issues, including most recently *The Tyra Banks Show*. For more information, please visit www.ourtruecolors.org.

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