**FOR IMMEDIATE RELEASE**

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SamaraCareCounseling.org

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**Samaritan Interfaith is now SamaraCare**

Naperville, IL, February 16, 2017 **–** Samaritan Interfaith, a mental health counseling and organizational health consulting group based out of Naperville has announced a name change as part of a complete rebranding effort.

Samaritan Interfaith is now SamaraCare. In addition to the name change, the organization has unveiled a new logo, tagline, communication materials and website. It’s all part of a branding initiative designed to develop a greater presence in the community, create messaging that reaches a larger audience, make it easier for people to get the care they need, and renew their dedication to challenge the stigma surrounding mental health care.

The organization is celebrating its 45th anniversary and that milestone sparked an initiative to analyze the organization’s standing in the market and get a better understanding of how it was perceived by key audiences. As SamaraCare’s President and CEO Rev. Dr. Scott Mitchell explains, “We spoke to current and prospective clients, our board and our community partners. We learned what they needed, wanted and expected. Those insights were critical in shaping our new brand and are now even more evident in everything people will experience from us.”

(Continued)

The new brand also reflects refinements in SamaraCare’s organizational structure. What used to be Samaritan Interfaith Counseling is now SamaraCare Counseling and what used to be Samaritan Center for Congregations is now SamaraCare Consulting. The unified names align with a unified look, informative and user-friendly websites with clear service offerings (SamaraCareCounseling.org and SamaraCareConsulting.org), and updated communication materials.

Office locations and the way SamaraCare offers services remains the same. SamaraCare Counseling serves clients in Naperville, Downers Grove and Geneva while SamaraCare Consulting serves clients from their office in Naperville.

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For over 45 years SamaraCare has been a leader in helping people achieve their greatest potential by being supportive and spirit-led counselors, consultants and advocates. As counselors, we treat children, teens and adults who are facing some of life’s more serious challenges. As consultants, we work with organizations to help them best serve their members and the community. As unstoppable advocates, we teach how good mental and organizational health allows individuals, communities and societies to function at their very best. For more information, visit samaracarecousneling.org or samaracareconsulting.org.