

**FOR IMMEDIATE RELEASE**

**Hospice of Santa Cruz County Unveils New Logo Reflecting Commitment to Compassionate Care Alongside Community Members**

Santa Cruz, CA – March 1, 2024 – Hospice of Santa Cruz County, a leading provider of end-of-life care for over 45 years, proudly announces the launch of its new brand identity, symbolized by a heartening new logo that encapsulates the organization's mission of walking the path of care and support with its community members.



**"Our new logo is more than a symbol; it's a promise," said Cathy Conway - CEO. "It represents our unwavering commitment to guiding families and their loved ones through one of life's most challenging journeys with clinical excellence, compassion and dignity."**

The logo features a serene pathway leading to a heart, illustrating the core philosophy of providing expert in-home medical care that accompanies patients and their families every step of the way. The comforting imagery reflects the approach Hospice of Santa Cruz County takes in delivering its services, ensuring that no one walks alone.

As part of the rebrand, Hospice of Santa Cruz County has revitalized its outreach materials, website, and community presence to resonate with the warmth and support inherent in the new logo. The organization believes that the updated branding will enhance its visibility in the community, inviting more families to know their organization before the services are needed.

Hospice of Santa Cruz County invites the community to embrace this new chapter as it continues to deliver the highest standard of hospice care. The organization remains deeply rooted in the values of excellence, care, respect, and compassion that have defined it since its inception.

About Hospice of Santa Cruz County: Hospice of Santa Cruz County has been serving the community since 1978, providing comprehensive and compassionate care to individuals facing life-limiting illnesses. With a dedicated team of professionals and volunteers, the organization offers a range of services designed to support not only patients but also their families through the emotional, physical, and spiritual challenges of end-of-life care.

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