



Empowering Individuals & Communities.

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Annual VCS event to showcase client art work, new agency logo

WARREN, OHIO (1/3/12) – Valley Counseling Services, along with Valley Community Mental Health Foundation, will host its 2nd Annual Client Art Show and Reception from 5-7 p.m. on Wednesday, January 25 at Trumbull Art Gallery in Warren. The event, which is free and open to the public, will feature art work from all mediums created by those dealing with mental illness. Light refreshments will be served. The exhibit will remain on display for one week only, through February 1, 2012.

Any VCS client who is interested in participating in the art show should contact Jody Klase, Director of Development at 330-394-6244, ext.1161. Deadline to enter artwork is January 18.

Also during this event, Valley Counseling Services will unveil its new logo as part of a county-wide image campaign. “The goal of the new logo is to visually strengthen awareness of Trumbull County’s only comprehensive mental health agency,” stated Tim Schaffner, Executive Director. “The new logo is simple, yet will help to better identify our agency to those individuals and families seeking our services. Our new tagline, *Empowering Individuals & Communities*, has also been added to the logo. This communicates a strong message of working together with the community to help empower individuals to put their best foot forward and rediscover their mental well-being.”

This is a major milestone for the agency. The previous logo was 25 years old and according to Schaffner, the timing is right for its introduction. “We are about to embark on a two-month marketing campaign to increase awareness of our many services and create a new, revitalized appreciation for VCS. This campaign will include billboards throughout Trumbull County, a new and improved website, new services brochures, newspaper ads, emails and social media marketing.

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Shaffner, who has served as the agency's Executive Director for five years, is confident that the new logo will help to portray a consistent message. "We are committed to serving all area residents in need, from children to senior citizens," he said. "In the course of a lifetime, almost everybody experiences stress, pressures or some form of life adjustment issues. That is where we come in...there is no need to feel alone. We can help. I encourage our community to visit our new website at www.vcsinc.org to read about our many services."



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VALLEY COUNSELING SERVICES (VCS) is a non-profit community mental health center offering a wide range of outpatient mental health services for residents of Trumbull County and surrounding areas. Founded in 1952, the Trumbull County Mental Health Association strived to advocate for improved mental health services. Today, VCS is a certified, comprehensive mental health facility committed to providing research-based services. VCS is a contract agency of the Trumbull County Mental Health and Recovery Board. www.vcsinc.org

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