



FOR IMMEDIATE RELEASE

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EAU CLAIRE CITY-COUNTY HEALTH DEPARTMENT UNVEILS NEW LOGO

Eau Claire, WI –February 18th, 2014– Eau Claire City-County Health Department announced today that it will be introducing a new visual identity. The new logo is a part of a rebranding effort for the Health Department and uses a design created by senior graphic art design students from the University of Wisconsin-Eau Claire.

“Our new logo and color were carefully researched and designed by the students to reflect the mission of the Health Department--Keeping people in all Eau Claire City/County communities safe and healthy,” says Lieske Giese, Director and Health Officer for the Eau Claire City-County Health Department.

The new logo is simple, mission-focused, and friendly. The shape mimics water, which is one of the defining characteristics of Eau Claire County. All lines move together towards a common place, which subtly suggest Eau Claire City-County Health Department as the destination and welcoming place for the community.

Giese adds, “We are very excited to unveil the new visual identity of the Health Department to our community. We want the community to recognize the Health Department as a driving force working to create a better Eau Claire County—stronger families, safer environments and a brighter future.”

The Health Department offers many services to help keep our homes, restaurants and businesses, environment and community members safe and healthy. To find out more about our services, please visit: www.ehealthdepartment.org.

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