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**FAHASS Reveals New Brand Identity with Redesigned Logo and Website**

**Fredericksburg, VA -** FAHASS, a leader in community health in the Rappahannock region, announces the launch of its new brand identity, redesigned logo, and website. These changes reflect the way the agency has grown and expanded in recent years, while offering a picture of what is still to come.

The agency was founded in 1990 as a local support group for people living with HIV/AIDS during the height of the AIDS epidemic. In 1992, this support group formed a Board of Directors and was incorporated as a non-profit: **Fredericksburg Area HIV/AIDS Support Services**.

The agency has retained this name throughout 30 years of service, stretching throughout Fredericksburg and the surrounding region and expanding health services beyond HIV. This continued growth led to the formation of the Mosaic Care Center primary care clinic in Fredericksburg, VA, a natural next step in our mission to improve individual and community health.

The agency will change its name to **Fredericksburg Area Health And Support Services** as well as release a new logo and website redesign that serve to highlight the future direction of the agency and our expanded services.

"While the acronym remains the same, the meaning behind the new name, logo and website have changed to better reflect our expanding services and how we can more fully serve our community," said Executive Director Joseph Lyttle. "This new identity represents a future-focused expansion of our services beyond HIV/AIDS, encompassing all forms of community health. New name, same mission, expanded services.”

He noted that keeping the FAHASS acronym maintains a link to the agency’s history and serves as a reminder to all that HIV/AIDS services remain fundamental to the agency’s work until there is a cure.

"It’s our belief that one day in the near future, there will no longer be a need for our HIV/AIDS services. We look forward to that day and FAHASS has positioned itself to remain a leader in community health as that future becomes a reality," Lyttle said.

Visit www.fahass.org to explore the new website and brand.

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