



Contact: Sabrina McLaughlin, APR
Sabrina@insightfulconcepts.com
850.712.0538

For Immediate Release

Santa Rosa Kids' House Blooms with a New Look

November 12, 2009 – Milton, Fla. – Santa Rosa Kids' House (SRKH), a facility located in Milton designed to assist victims of child abuse and their families, unveiled their new logo and held a luncheon event to celebrate the organization's fresh new look.

After lunch was served and SRKH board members gave tours, a brief press conference was held. As a gesture of hope for the many victims of child abuse, the event concluded with a special bloom planting ceremony that will bring beautiful flowers for visitors to enjoy this coming spring on the SRKH grounds. Guests at the event participated in the ceremony portion by grabbing their shovels to plant the seeds, which were held inside of a butterfly made of a biodegradable, organic material.

The event brought hope and awareness to SRKH's important cause and will help shed a light on the many children who are victims of abuse and neglect in Santa Rosa County.

"I cannot tell you what an exciting day this was for the Kids' House. We are looking forward to the new road ahead of us with our new identity. It is so unique and we are proud of what it stands for," said SRKH Executive Director Tammy Burton.

SRKH's new logo features a flower with children's' handprints used to portray the blooms. Insight Marketing Communications, Inc of Navarre designed the new logo and other collateral materials. Insight is an award-winning firm specializing in uniquely designed marketing materials, advertising campaigns and public relations programs.

The Santa Rosa Kids' House facility hosts agencies that investigate, prosecute and deal with emotional and psychological aftermath of this horrendous crime. As one of over 900 Child Advocacy Centers in the United States, the Santa Rosa Kids' House mission is to deliver a well-coordinated and multi-disciplined response to child abuse in an environment that puts the needs of children first. It is our vision to create a community where all children are nurtured to learn and grow in the context of safe and stable families that are equipped with the tools to prevent abuse and neglect.

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850.623.1112 • P
850.623.1219 • F

5643 Stewart St.
Milton, FL 32570