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## **SHELTERING ARMS ANNOUNCES OPENING OF NEW FACILITY, LAUNCH OF NEW BRAND**

Atlanta, GA – August 23, 2017 - Sheltering Arms, Georgia’s largest nonprofit early education and child care organization, today announced the opening of its newest center during a Ribbon Cutting Ceremony on the campus of Barack and Michelle Obama Academy (formerly D.H. Stanton Elementary School).

The new 26,600 square-foot building is set to open its doors on Monday, August 28, and serve approximately 180 children and their families of mixed incomes in the Peoplestown community. As Sheltering Arms’ 16th location in metropolitan Atlanta, the center will provide high quality early education and care to children six weeks to five years of age, and serve as a partner with Atlanta Public Schools to promote a direct pipeline for education.

“We are so excited about this brand new facility and the opportunity to impact the lives of children and families in this community,” said Blythe Keeler Robinson, president and CEO, Sheltering Arms. “Studies show that when children attend a high-quality early learning program, they’re more prepared for kindergarten and are more likely to succeed in school, graduate high school and college, and earn higher incomes as adults.”

Sheltering Arms will also provide holistic support services that address a family’s needs from health and wellness to educational attainment to economic security.

The new facility will house 14 classrooms, with the infant, toddler and preschool rooms organized into “neighborhoods” that connect to offices for family support coaches and curriculum specialists. The building also has meeting rooms and hospitality areas for parents; a large multi-purpose room for indoor play and events; and a unique outdoor play area that mimics Georgia’s topography -- the Blue Ridge mountains, the Piedmont region and the coastal plains.

The agency successfully completed the capital campaign for the center earlier this year. Through the New Markets Tax Credit program, significant financial support came from a partnership formed

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by Invest Atlanta, the economic development authority for the City of Atlanta, Bank of America and Reinvestment Fund, a community development financial institution, which enabled the agency to secure financing to bridge capital campaign pledges and proceed with the construction of the building.

Other contributions included a lead gift from The Joseph B. Whitehead Foundation, and generous support from The Harry and Jeanette Weinberg Foundation, The James M. Cox Foundation, The Marcus Foundation and the Tull Charitable Foundation, along with more than 150 community and corporate supporters.

## **A Refreshed Brand**

Sheltering Arms has also unveiled a new brand strategy that elevates the organization's identity and reflects its vision for the future.

"While our work has always started with children, the new brand signifies our expanded efforts to empower families and play an integral role in helping entire communities thrive," added Keeler Robinson. "We want to appeal to a broader audience as relevant and innovative and as a well-established leader in early childhood education."

Key elements of the new brand include: a new visual identity, including a bold, energetic color scheme; an identifier "The standard for early childhood education," which defines Sheltering Arms today and the future promise to children and families served; and an imperative to "Embrace Early," a compelling call to action for the community to embrace early education.

## **About Sheltering Arms**

Sheltering Arms has provided high-quality early education, child care and comprehensive family support services since 1888. The agency serves more than 3,600 children annually and their families at 16 metropolitan Atlanta locations in Cobb, DeKalb, Douglas, Fulton and Gwinnett counties and consistently meets accreditation standards by the National Association for the Education of Young Children. On average, children attending Sheltering Arms score in the 90th percentile for language and literacy, exceeding developmental milestones for kindergarten readiness. Visit [www.shelteringarmsforkids.com](http://www.shelteringarmsforkids.com) for more information.

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