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WHERE CRISIS BECOMES
Opportunity

Northwest Compass Rebrands, Increasing Focus on Enhanced Programs to Help Neighbors Turn Crisis Into Opportunity

Northwest Compass recently rebranded, unveiling a new website that uses a responsive and easy-to-navigate design to highlight core program offerings while promoting the agency's new look.

Mount Prospect, IL – October 5, 2016

Mount Prospect-based Northwest Compass (NWC) recently completed a rebranding project, including an update of their website. Since 1981, NWC has been providing safety-net services for its neighbors across Chicago's Northwest Suburbs. With this rebranding, NWC is focusing exclusively on helping the working poor, which has always been its core strength. The new www.NorthwestCompass.org highlights the agency's four main service pillars, advocating for the hungry, homeless, heroes and young adults in the community.

In response to the state budget impasse, NWC was forced to cut redundant programs in order to redirect resources to essential programs of Housing, Food Connection, Legacy Corps, Veteran & Military Service and HYPE (Helping Youth on the Path to Empowerment). The NWC logo redesign and website refresh showcase a fresh, new look for the agency. Leveraging a responsive and easy-to-navigate design, the rebrand brings the agency's focus on its neighbors in crisis front and center.

Website visitors will also find a renewed commitment to informational content with Infographics, an enhanced events calendar and blog posts aimed at sparking conversation, while shining a light on issues of homelessness and food insecurity in Chicago's Northwest suburbs.

"The new look and feel clearly communicate the agency's brand promise of strength and stability, helping to better connect us with community partners as well as neighbors in crisis," says Dr. Cheryl Novas, PhD, NWC Managing Director of Partnership & Development. "The new website has really brought us into the 21st Century," continues NWC CEO LeRoy Messenger.

About Northwest Compass, Inc.

Responding to an environment of dynamic and constantly changing socioeconomics continues to define and solidify Northwest Compass, Inc.'s essential role in assisting people in meeting the challenges of having a safe environment for themselves and their families, from which they can create a path to a positive future. Northwest Compass helps its neighbors turn crisis into opportunity, serving the homeless, hungry and heroes in the community. For more information, please visit <http://www.NorthwestCompass.org>

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