



PRESS RELEASE

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CELEBRATING 45 YEARS, FVSRA BRIDGES ITS RICH HISTORY TO A STRATEGIC VISION WITH REBRANDING

AURORA – The Fox Valley Special Recreation Association (FVSRA) unveiled its new brand identity with a refreshed logo, color palette and more.

“We are blending the rich history of our past 45 years with the strategic vision of where we are going,” says Alex Engelhardt, Executive Director. “Our new identity is modern, professional and fun, which encompasses our approach to empowering people with special needs.”

The shades of blue evoke a feeling of security and trust, with the professional feel of the deep blue and friendly emotion of the lighter blue. The logo mark includes the traditional star with the addition of a person that is fluid and identified by all.

FVSRA's value of collaboration is represented in the dual image as one half of the logo is not complete without the other. The person in the star represents FVSRA's values of putting people first and striving for the best as the individual reaches high.

“Our exceptionally high quality services generate a particular experience in the mind of our customer,” says Eric Smith, Development Director. “This rebrand closes the gap between brand values and customer experience through innovation and design.”

The project is launching at a time when FVSRA's reputation in the Fox Valley continues to gain momentum and grow in recognition.

About FVSRA: The Fox Valley Special Recreation Association (FVSRA) is an extension of the Batavia, Fox Valley, Geneva, Oswego, St. Charles, Sugar Grove Park Districts, and the Village of South Elgin Parks & Recreation Department to empower individuals with special needs to experience therapeutic leisure and recreation. FVSRA provides a diverse range of year-round activities to enable residents with disabilities to experience active, healthy and fulfilling lifestyles. Programs include opportunities that enhance skill development and socialization, encourage self-awareness and community exploration, promote independence through a personal choice of least restrictive leisure environments and provide a sense of enjoyment, satisfaction, and fulfillment. For additional information regarding FVSRA programs or volunteer opportunities, please call (630) 907-1114 or visit www.fvsra.org.

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