



Contact info:
Karen Jarvis
336-575-6102

Imprints Cares To Host Community Open House To Showcase Expanded Location and Services

Winston-Salem, NC, September 21, 2015 - [Imprints Cares](#), a local nonprofit unlocking the potential of children and their families through services and partnerships for success in school and life, will host a free community open house launching its rebrand as the organization celebrates 45 years. Imprints Cares will showcase an enhanced and expanded family enrichment center and services at its historical location at 502 N. Broad Street, Winston-Salem on Thursday, September 24 from 5:30 p.m. -7:30 p.m.

The location will now offer after ready for school programs, after school expanded learning, summer enrichment, and tutoring. "There is a wonderful history here in our building as it is where Imprints Cares originally began as ABCD through community and church leaders and activists," said Nikki Byers, Imprints, executive director. "Their involvement in the 'War on Poverty' and the 1960s Civil Rights Movement brought them closer to the challenges facing many of the Forsyth County's underserved children."

One of the couples that help start the early organization was Woody Clinard and his late wife, Helen. Helen was one of the early child care directors for ABCD, and today Woody continues his volunteering through community literacy and tutoring. "They started a wonderful initiative 45 years ago, and that mission of educating children early continues today," said Byers. "With our collective vision, together with the community, we continue to seek to close the achievement gap before it begins. We see this open house as a way to welcome our community partners, share our expertise, and unite in preparing these children for life."

New teachers have been hired for Imprints Cares after school downtown, and will also offer spots to a level of exceptional needs children, in honor of former board member and child advocate, Mike Britt.

Imprints Cares will also introduce its new rebranding efforts of its services, and will share its vision and offerings to the community. Open house attendees will also enjoy an iPad raffle, HanesBrands t-shirt giveaway for the first 50 people, food trucks, inflatable home run fun, and other enrichment activities for families as they tour and learn about the story of Imprints Cares.

“We made the decision to rebrand because it was clear that a diverse association of brand names under the Imprints Cares umbrella and a broad vision did not adequately capture the spirit of our agency’s work,” said Melissa Payton, fund development officer. “This rebrand brings us together as one while raising our profile in the community so that we can reach more underserved children and their families.”

For more information on Imprints Cares, visit <http://www.imprintscares.org>, [Imprints Cares](#) on Facebook and [@ImprintsCares](#) on Twitter.

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About Imprints Cares

Imprints Cares is a nonprofit organization with a vision to unlock the full potential of children and their families for success in school and in life. Through its mission to enrich children’s development while supporting their families on the journey of parenthood, Imprints Cares partners with families to provide the tools they need to raise their children to be safe, healthy and ready to learn. Imprints Cares’ philosophy is to nurture children and support parents so they have the ability to change our community for the better. In doing so, these families build thriving generations who are doing their best.