

Devereux

COMMUNITY BASED CARE OF OKEECHOBEE & THE TREASURE COAST

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News & Media

Devereux CBC is looking for a new name

Fort Pierce – Devereux Community Based Care of Okeechobee and the Treasure Coast is changing its name - and it wants help deciding on the new moniker.

Beginning March 12, the non-profit organization responsible for child-welfare services in Indian River, Martin, Okeechobee and St. Lucie counties, will begin taking name suggestions from its staff and the community.

A short list of names will then be voted on by the organization's employees and by its contracted dependency case managers.

The person who submits the winning name will be given a \$50 gift card, said Christina Kaiser, community relations director for Devereux CBC.

"We are a part of our community, so it just makes sense that our community should play a part in our new identity," Kaiser said.

The renaming contest is part of a larger re-branding initiative called New Name, Same Passion that will include a new look and logo for the organization. We are pleased to report that we will continue our successful relationship with Devereux Advanced Behavioral Health as we continue to contract with them for HR, IT and other administrative services.

"When Devereux CBC was established in 2013, we promised the Department of Children and Families that we would be fully integrated with our local community within five years," Kaiser said. "We are fulfilling our promise in a number of ways, beginning with a name change that will acknowledge our standing as an independent, community-based organization reflective of the families who live and work here."

All changes will be effective July 1.

For more information, or to submit a name, please reply to Christina.kaiser@devereuxcbc.org no later than Friday, March 16.

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March 8, 2018

Contact: Christina Kaiser
(772) 528-0362



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