



Second Harvest Updates Logo and Launches New Website

New logo. New website. Same mission.

Erie, PA – September 25, 2015 - The Second Harvest Food Bank of Northwest Pennsylvania serves 442 partner agencies in 11 counties of northwest Pennsylvania. To better reflect the strategic objectives of the Food Bank, Second Harvest is pleased to announce the release of a new, redesigned logo, as well as a new website at www.NWPAfoodbank.org.

Second Harvest's new logo features fresh, updated colors, and contains versions of elements that have been present since the organization's founding in 1981. A cornucopia is the core visual element, demonstrating the primary mission of providing food to those in need. The words "Food Bank" have become more prominent within the logo, as Second Harvest operates in a unique capacity working with a number of partner agencies to distribute food across northwest Pennsylvania. The wheat in the logo is a nod to the affiliation with Feeding America, a nationwide network of food banks fighting hunger.

In addition to the new Second Harvest logo, www.NWPAfoodbank.org was designed with a modern, updated look and user-friendly navigation. Changing the website address to www.NWPAfoobank.org conveys Second Harvest's true geographic scope and reach in the Food Bank's hunger relief network. The new site is updated with the latest information about the organization's mission, ways to get involved, and programs offered to provide for the food insecure in Second Harvest's 11-county service region.

"Rebranding to www.NWPAfoodbank.org demonstrates our commitment to serving all 11 counties – including Erie – within northwest Pennsylvania," said Second Harvest Executive Director Karen Seggi. "We are excited about our fresh, modern look and proud that our new website is easy to navigate, whether

individuals are looking for help or looking for information about how to help others.”

Please visit www.NWPAfoodbank.org today for more information.

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ABOUT THE SECOND HARVEST FOOD BANK OF NORTHWEST PENNSYLVANIA

The only food bank in northwest Pennsylvania, Second Harvest is the major supplier of food to a network of 442 partner organizations that obtain products from its warehouse and distribute them to individuals and families facing hard times in 11 counties. These organizations include such emergency programs as food pantries, soup kitchens, shelters, Kids Cafes, weekend Backpack Programs and well as non-emergency programs. Last year, Second Harvest distributed nearly 13 million pounds of food to 167,700 recipients through its member agencies.