

NEWS RELEASE



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NCADD-NJ introduces new logo

TRENTON ... (January 12, 2004) – The National Council on Alcoholism and Drug Dependence-New Jersey today launched a branding initiative with a redesigned logo that both reflects the organization’s distinguished work in addiction advocacy and education and looks forward to the challenges that lie ahead. Among NCADD-NJ’s achievements in its more than two decades of service in the state are releasing two policy papers on underage drinking last spring, developing an innovative program to coordinate the care of welfare recipients with addiction problems, Work First New Jersey’s Substance Abuse Initiative, and convening a statewide Addiction Discrimination Panel.

The new logo design honors the organization’s core values, which were defined by NCADD’s founder, Marty Mann. It also captures the council’s unique contribution to the state in the areas of addiction policy and education, and in combating stigma. The logo incorporates a key, for understanding; a phoenix, representing rebirth; and a caduceus, symbolic of health. The outline of the state of New Jersey appears at the base of the key, and in the background, a rising sun radiating rays of hope. The design of the logo was contributed without charge by Mona Hennes, who has her own company, Hennes Illustration and Design, in Warren. NCADDNJ.ORG, a leading online resource on addiction policy issues in New Jersey, will reflect the logo change in its design.

NCADD-NJ Executive Director Wayne Wirta said, “I am pleased that our new logo more closely aligns us with the national council and its mission. We in New Jersey have strived to accomplish that mission of advocacy and stigma reduction in all of the programs we provide.”

NCADD-NJ began in 1983 with a handful of people and over the years has expanded to a staff of more than 100, with offices throughout the state. It has dedicated itself for more than 21 years to educating New Jersey’s citizens about alcohol and drug use issues, to advocating on state policies concerning individuals addicted to alcohol or other drugs, and to reducing the stigma that frustrates a public health approach to the disease of addiction.

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