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ADMINISTRATION FOR CHILDREN'S SERVICES UNVEILS NEW LOGO: NYC CHILDREN

Rebrand Shines a Light On the Agency's Core Mission of Protecting & Supporting NYC Children

NEW YORK, NY –NYC Administration for Children's Services (ACS) Commissioner David A. Hansell today unveiled the agency's brand-new logo: "NYC Children." The new logo reemphasizes the agency's mission to protect and support New York City children and is part of a series of recent initiatives aimed at shifting public perception of the agency's critical work. This is the first official branding change since 1995, when the agency was created as the first stand-alone Children's Services agency and named the Administration for Children's Services.

"New York City children are at the forefront of everything we do and that's why this new logo is so fitting," **said Commissioner David A. Hansell.** "I'm proud of the work ACS does to help keep children safe, and make sure families are supported, and I'm confident that our new logo will only reinforce that important mission."

As stated in its mission, ACS protects and promotes the safety and well-being of New York City's children and families by providing child welfare, juvenile justice, and early care and education services. Child Protective Specialists (CPS) at ACS investigate approximately 55,000 reports of abuse or neglect in New York City every year, in response to calls to the state hotline. They provide thousands of families a year with services ranging from free food and cribs to prevention services, such as: mental health counseling, substance abuse treatment as well as services for survivors of domestic violence. Prevention services aim to support families in their communities, promote family stability and well-being and reduce the need for placement in foster care. As a result, New York City foster care census is at an historic low of approximately 8,000. Additionally, in recent years, ACS has strengthened the foster care system by placing more and more children in care with relatives or others close to them, reducing the length of stay in foster care and more. ACS also provides approximately 65,000 New York City children with vouchers for child care. Finally, ACS provides a wide range of services to improve the lives of children and families involved in New York City's juvenile justice system, while building stronger and safer communities and advancing public safety. Young people in detention and Close to Home placement receive therapeutic programs to help successfully transition them back into their communities.

The logo change is consistent with the logos of sister agencies across the City, including: The Department of Health and Mental Hygiene (NYC Health), the Department of Veterans' Services (NYC Veterans), the Department of Buildings (NYC Buildings), among others. The previous logo simply reiterated the agency's name: NYC Administration for Children's Services.

The new logo will be slowly phased in, beginning with changes to social media and the public facing website. The official name of the agency, Administration for Children's Services, will not change.