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August 20, 2021

United Church Homes and Services Unveils New Brand Name and Identity: EveryAge

Newton, N.C. — United Church Homes and Services (UCHS), a nonprofit with continuing care retirement communities, affordable housing, and home and community-based senior services throughout North Carolina and Virginia, announced today its new corporate identity, EveryAge. The new brand launch marks the next phase of the UCHS story, one that goes beyond its roots as a faith-based program to encompass the community-wide support system that currently serves more than 2,000 senior adults and individuals of various ages.

“This year we’re celebrating our organization’s 50th anniversary,” said Lee Syria, president and chief executive officer of EveryAge. “While we still define ourselves as a Christian ministry, EveryAge is more inclusive of the full community we serve. We have always been committed to delivering care and compassion at every stage and age of life, not only to those we serve but also to those we employ and others who support our ministry such as family members of residents and volunteers. The new brand name, logo and colors all reflect the vibrancy of the services we offer and how we value life at every stage.”

Alongside the corporate identity, the brand refresh introduces new logos for the organization’s non-profit foundation — rebranded as EveryAge Foundation — as well as its senior living communities and community programs, all aligned around the new core EveryAge brand.

“Our residents identify closely with their individual community, so the rebranding is intentionally keeping the community names and enhancing them with the EveryAge mark,” said Kim Kilday, chief marketing officer, EveryAge. “This new brand allows us to tie together both our communities and programs throughout the region to create better awareness and give us plenty of room to grow as we write our next chapter.”

The name EveryAge ties directly back to UCHS’ strong belief that all ages matter and it is important to make the most out of life, regardless of age. . As a steward of the nonprofit’s resources, values, reputation, and relationships, the EveryAge brand aligns with the organization’s goal of empowering seniors and their families to navigate their futures by providing help and support that evolves with them.

“When our founders created United Church Homes and Services, it built and managed retirement communities and provided outreach to seniors in need,” said Lee Syria, president and CEO of EveryAge. “Over time, our organization has evolved to meet the changing needs of our community and the individuals we serve, but our commitment to the founders’ original vision remains true. Our new identity reflects the strengths we have built over these last 50 years and how we will care for people in the future.”

The unveiling of the new EveryAge brand occurred during the 50th anniversary celebration on August 20, 2021, in Newton, N.C., which was livestreamed to all 12 locations. A landing page with more information about the new brand is available at www.everyage.org, and the organization’s Facebook and LinkedIn pages will also provide updates.

“While our name is changing, our mission and vision remain steadfast,” said Syria. “EveryAge is committed to enriching lives by providing the right services, at the right time, in the right setting. We are honoring our legacy while broadening the role we play in helping individuals live life to the fullest.”

About Us:

EveryAge, formally United Church Homes and Services, is an industry leader among not-for-profit senior living organizations with 12 locations serving more than 2,000 older adults in North Carolina and Virginia. Programs and locations include continuing care retirement communities, affordable housing communities and PACE (Programs of All Inclusive Care for the Elderly). As a faith-based organization incorporated in 1961, EveryAge maintains a commitment to seniors by offering lifestyle options allowing individuals to focus on what’s truly important and matters most to them. For the second year in a row, EveryAge has been certified as a Great Place to Work™ Company.

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