

## For Immediate Release

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### **Colorado Latino Leadership, Advocacy & Research Organization Unveils New Brand Logo, Reflective of New Strategic Vision**

**Denver, CO** – CLLARO, one of the oldest Latino-serving nonprofit organizations in the nation, revealed a new logo that reflects the legacy of CLLARO’s founders while adopting a modernized lens on their approach to the work of improving the lives of Latinos in Colorado.

“Following the completion of CLLARO’s recent strategic planning, we knew it would be important to also re-imagine CLLARO’s brand identity to both honor our rich history and to communicate where we are headed as an organization. The goal of our logo re-design was ultimately to re-introduce ourselves as a focused state-wide nonprofit that is moving toward a future of sustainability to positively impact diverse communities in Colorado,” said CLLARO’s Executive Director, Alexandra Alonso.

Alonso continued, “Since 1964, CLLARO has tailored its support of the Latino community in Colorado to their changing needs through different eras in Colorado’s past. The launch of our new brand logo represents a shift in our strategic vision toward innovative programming focused on leadership development, advocacy training, and policy research. We believe empowering emerging diverse leaders will positively impact the changing local and national landscape. Latinos in Colorado are not a homogenous group which makes it even more important that we work diligently to ensure that Latinos are empowered to advocate on their own behalf on the issues that most impact them.”

The Colorado Latino Leadership, Advocacy & Research Organization (CLLARO), was established in 1964 as the first Latino-serving nonprofit in Colorado (formerly known as the Latin American Research & Services Agency). However, today CLLARO’s programming offers benefits to diverse communities of color across Colorado seeking to develop themselves as leaders and advocates.

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