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CACTUS SELECTED TO DEVELOP NEW IDENTITY FOR EXCELSIOR YOUTH CENTER

DENVER (June 24, 2015) – The Excelsior Youth Center, a non-profit behavioral healthcare organization, has selected the full-service brand communications firm Cactus to develop and lead the strategic rebrand and re-positioning of the organization. For more than 42 years, Excelsior Youth Center has been helping troubled adolescent girls and their families both locally and nationwide. Under this new partnership, Cactus will help this well-established mental health facility execute their new strategic plan that includes the expansion of community- and family-based care options, crisis intervention and short-term programs.

“Excelsior Youth Center has a clear and strong strategic vision of how they will continue to change lives through their expanded service options,” said Joe Conrad, founder and CEO of Cactus. “We’re looking forward to identifying and developing a strong brand identity and strategy that will help Excelsior Youth Center fulfill this vision and continue to transform communities for decades to come.”

Cactus, an industry expert on behavioral and mental health, has an established track record of creating and implementing successful brand identities and public education campaigns locally, regionally and nationally, for organizations such as the Mental Health Center of Denver, the National Council for Community Behavioral Health, Colorado Crisis Services, among others. Excelsior Youth Center selected Cactus because of this experience and valuable insights into the behavioral healthcare industry.

“Excelsior is excited to be working with Cactus and looks forward to their leadership and expertise in the behavioral and mental health arena as we begin to implement our strategic plan and expand our community involvement to help more youth and families achieve lasting success,” said Susan Hébert, Excelsior’s CEO.

The new brand identity for Excelsior Youth Center will be established and unveiled later this fall.

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About Excelsior Youth Center

Headquartered on a 33-acre campus overlooking the Rocky Mountains, Excelsior Youth Center is a behavioral health organization dedicated to serving youth ages 11 to 18 and their families. Our everyday work is guided by our mission to strengthen and educate youth and families to achieve lasting success in their lives through a continuum of innovative treatments, services and solutions. Since our inception, Excelsior has helped over 4,500 girls and their families, successfully complete their treatment goals and become healthy members of their families and communities.

About Cactus

Cactus creates meaningful work that makes a huge impact. A full-service communications agency, Cactus delivers brand impact for companies and causes through data-driven strategies, advertising, design, interactive, digital and integrated media services. The agency has been nationally recognized for its innovative work by The One Show, Communication Arts, The Webby Awards, SXSW, Favourite Website Awards, Advertising Age, Creativity and Print’s Regional Design Annual, among others. For more information visit www.cactusdenver.com.