



1734 N Street NW,
Washington DC 20036

202-347-3168

GFWC@GFWC.org

www.GFWC.org

PRESS RELEASE

For Immediate Release

Contact: Stacy Mayuga,
SMayuga@GFWC.org

GENERAL FEDERATION OF WOMEN'S CLUBS (GFWC) INTRODUCES NATIONAL REBRANDING

Washington, DC, November 13, 2023 — The General Federation of Women's Clubs (GFWC) is pleased to announce the release of its rebrand for the national organization. Part of the 2022-2024 Administration's Strategic Plan includes rebranding GFWC to increase its national profile.

"I am delighted to introduce the rebranding of the General Federation of Women's Clubs to our members and the world," said Debra Strahanoski, GFWC International President. "The updated brand honors our past, present, and future of the GFWC. The shield remains unaltered, honoring our long-standing tradition. New to the Emblem's design is the acronym bolded prominently in blue, followed by the date, 1890, of GFWC's founding. We felt it important to include that element due to our 133-year legacy. GFWC's name is spelled out for name recognition. The GFWC rebranding will carry the Federation well into the 21st Century, ensuring people know us by our name and what all GFWC club members do to improve their communities through volunteerism."

To ensure consistency throughout the Federation, a brand identity brochure, *GFWC Emblem Use & Corporate Color*, has been developed for clubs to give to graphic designers and printers as a guide. The rebranded Emblem is available on the [Digital Library](#) in folder "E." The *GFWC Style Guide* can be found in folder "S." All club members are asked to review the brand brochure along with the *GFWC Style Guide* when using the rebranded Emblem.

#

The General Federation of Women's Clubs (GFWC) is a unifying force, bringing together local women's clubs, with members dedicated to strengthening their communities and enhancing the lives of 60,000 members in affiliated clubs in every state and 21 countries. GFWC members are community leaders who work locally to create global change by supporting the arts, preserving natural resources, advancing education, promoting healthy lifestyles, encouraging civic involvement, and working toward world peace and understanding.