



CHAMPIONS FOR CHANGE BRAND TOUR & WORKSHOP, BAY AREA REGION

**Tuesday, September 30
9:30 a.m. – 12:30 p.m.**

**GET UP CLOSE AND PERSONAL WITH THE NEW
BRAND AT THIS HANDS-ON TRAINING SESSION!**

**Alameda County Office of
Education, Main Auditorium**
313 W. Winton Ave., 1st Floor
Hayward, CA 94544

Regional contact:
Joe Prickitt
(408) 792-5118

**For More Information,
Please Contact:**

Diane Padilla
(213) 996-3798
dpadilla@painepr.com
- or -
Becky Larson
(916) 449-5297
Rebecca.Larson@cdph.ca.gov

**To RSVP, please return
attached registration form by
Friday, September 5 to:**

Diane Padilla at
dpadilla@painepr.com or fax #
(213) 430-0494

WHO: *Regional Network* project directors, *Network*-funded programs and partners, and anyone working on *Network*-related materials are all encouraged to attend this informative session on how to use the new Champions for Change brand in all of your written communications!

WHAT: Brought to you by the *Network for a Healthy California (Network)*, this, three-hour, interactive workshop will offer:

- A look at the *Network*, the re-branding, and where we go from here
- A review of basic design principles
- A close-up look at the Brand Guidelines Manual
- Tips for personifying the Champions for Change brand
- Communications resources available to *Network*-funded partners
- Answers to your brand-related questions
- Personalized technical assistance to help you apply the Champions for Change brand in your current or future written communications

Please be sure to bring any *Network*-related materials you have developed (or are developing) for on-site technical assistance!