



For Immediate Release:

February 23, 2010

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New Name, Same Great Service

Lincoln Action Program undergoes name change; joins national campaign to raise visibility and awareness of America's poverty fighting network

Lincoln, Ne. –Lincoln Action Program will change its name to Community Action Partnership of Lancaster and Saunders Counties as a part of an ongoing national initiative to highlight anti-poverty efforts underway at Community Action Agencies across the country. The initiative, spearheaded by the national office of the Community Action Partnership, is designed to increase awareness of Community Action—America's poverty fighting network.

The Community Action Partnership, the national association representing the 1,000-member Community Action Agency network that helps 13 million low-income Americans change their lives every year, kicked off the awareness campaign more than four years ago to engage the public in the nation's fight against poverty.

"For far too long, Community Action has been America's best kept secret," said Don Mathis, President and CEO of the Community Action Partnership. "But as Lincoln Action Program and other Community Action Agencies across the country introduce and continue using the new name and logo on their offices, websites, stationary, and brochures, the public will begin to recognize these local agencies as being part of one national network—America."

"This awareness campaign underscores our dedication to ending poverty and making Lancaster and Saunders Counties better places to live," said Vi See, Executive Director of Lincoln Action Program. "Many people familiar with Lincoln Action Program don't realize we are part of America's poverty fighting network, so this effort allows us to express the common commitment to help people and change lives we share with other Community Action Agencies." She added, "It will also show the residents of our communities that poverty is an epidemic that is affecting America and we all need to support efforts to end it."

While Lincoln Action Program will have a new name, it will still offer the same high level of service, programs, and commitment it has been known for since 1965. "We are simply changing our name to better describe what we do," said See. "What we do is offer residents of Lancaster and Saunders Counties a comprehensive array of programs to help them turn hope into reality. And that will never change."

Lincoln Action Program will begin using the name “Community Action Partnership of Lancaster and Saunders Counties,” or simply “Community Action,” on March 1, 2010. The agency will also launch its new website, <http://www.communityactionatwork.org>, on that day. The physical address (210 O Street / Lincoln, NE 68508) and phone number (402-471-4515) will remain the same.

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