



RIDGEWOOD BUSHWICK SENIOR CITIZENS COUNCIL CHANGES NAME AND EXPANDS MISSION AS PART OF MAJOR REBRANDING EFFORT

RISEBORO COMMUNITY PARTNERSHIP, NEW NAME OF 41-YEAR OLD NONPROFIT

(Brooklyn, NY: September 19, 2017) The Ridgewood Bushwick Senior Citizens Council, Inc. (RBSCC) announced they rebranded one of New York City's largest social service nonprofits to better reflect its expanding work and reach.

The new name of the community organization, which was announced at their 41st Annual Gala last week, is RiseBoro Community Partnership.

"I am thrilled to be a part of the talented leadership team at RiseBoro during this exciting time. Building upon our 41-year heritage as Ridgewood Bushwick Senior Citizens Council, we begin today to write a new chapter as RiseBoro Community Partnership. I believe that our new identity will help draw additional resources to our mission of unleashing the potential of communities to thrive, no matter the odds. With many of the communities we serve under attack from all sides, there has never been a more important time to rededicate ourselves to our mission and ignite support for its success," said Scott Short, Chief Operating Officer, RiseBoro Community Partnership.

RiseBoro believes the rebranding was necessary to better communicate the vast work the nonprofit performs. Though it began as a community organization offering social services to seniors in Bushwick and Ridgewood, it has greatly expanded its efforts and serves people of all ages, and in many different communities throughout the city.

Today, the group provides a vast array of social services to residents throughout Brooklyn and Queens.

"Rise" represents the progress of a community on its way up. "Boro" is representative of the organization's New York City roots, and the capitalized RB is recognition of the organization's heritage and provides a unifying sub-brand for each division: RB Seniors, RB Housing, RB Education, RB Health, and RB Empowerment.

"This rebranding is a better reflection of what we do, which is to unleash the power and viability of a community by tapping into a neighborhood's assets through services like affordable housing. It is a holistic approach, which is demonstrated in our 5 divisions and ensures no family is left behind," said Maria Viera, VP of Community Affairs.

RiseBoro connects every individual, no matter their age, with the resources they need to thrive. RB Seniors is a continuation of what the organization started in 1973 at the Ridgewood Bushwick Senior Center. RB Seniors denotes what is today a Brooklyn-wide program that promotes senior housing, home-delivered meals and senior programs like education, socialization, health and recreation.

Since the early 1980s, the organization led the way in affordable housing preservation, rehabilitation and development. This effort continues to grow with RB Housing. RiseBoro will develop new affordable housing, preserve existing housing, and provide supportive community services to ensure stability for all tenants.

RB Education offers programs and support for both youth and adults so they can succeed in spite of all obstacles. RB Education will continue to offer such initiatives as after-school programs, continuing education and training, and a young adult literacy program.

RB Health provides homecare, assisted living and continuing care to seniors. In 2001, the organization established the Buena Vida Health Care Center, which today is home to 240 residents. Outside this facility, RB Health will continue to visit homes and make sure community members get the care they need.

RB Empowerment is a program began by RiseBoro in 2009 to provide individuals with the resources they need to succeed. These programs cover everything from homeless prevention, re-housing from shelter, legal services, veteran's services, adult education, job training and placement, and benefits access.

RiseBoro is guided by the strong belief that a combination of social services and community development is essential to addressing problems of a low-income community. The nonprofit's mission is to "unleash the potential of communities to thrive, no matter that odds." For more information about RiseBoro's mission and programs, visit to www.riseboro.org.

The rebranding campaign was first announced at the RBSCC's 41st Anniversary Gala on Wednesday evening, September 13th. The gala, which took place at Tribeca Rooftop Three Sixty Lounge, honored Steven Banks, Commissioner, NYC Human Resources Administration; Jerilyn Perine, Executive Director, Citizens Housing and Planning Council; and Ericka Keller Wala, Chairperson, Brisa Builders Corp.

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