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Contact: Holly Monahan
The Actuarial Foundation
Phone: (847) 706-3659
Email: Holly.Monahan@actfnd.org

The Actuarial Foundation announces the launch of its new brand

A redesigned website is coming soon!

SCHAUMBURG, IL (January 31, 2017) - The Actuarial Foundation is proud to unveil a new branding initiative designed to enhance its 23-year tradition of providing lifelong math education and financial literacy through its learning resources and scholarships.

"This rebranding effort stems from the Foundation's need to attract the emerging generation of actuaries to sustain and continue to grow", said Jason Leppin, executive director. "Our logo and messaging hasn't changed too much in the last in 23 years. This new branding initiative signifies the Foundation's commitment to the future and our efforts to appeal to a wider audience as the innovative and forward-thinking philanthropy for actuaries in the United States."

The branding initiative includes a new logo and color palette, a more robust social media presence and a redesigned website. The new logo demonstrates the friendly, collaborative and future-thinking personality of The Actuarial Foundation today. The division-sign-and-people symbol conveys the mentorship and collaborative attributes of the organization as well as our dedication to math education. The bright blue and green are a modern interpretation of the Foundation's original teal color. Additionally, the green symbolizes prosperity, speaking to the Foundation's efforts toward practical math and financial literacy. The new website will feature responsive design and revamped navigation. The launch of the new website is scheduled for February 28.

About The Actuarial Foundation

The Actuarial Foundation is a 501(c)(3) organization committed to changing lives through math education. Established in 1994, the mission of the Foundation is to enhance math education and financial literacy through the talents and resources of actuaries. The Foundation's vision is an educated public in pursuit of a secure financial future. For more information, please visit www.actuarialfoundation.org.

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