



Caroline Center

Committed to Women • Committed to Work

NEWS RELEASE

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Contact: Nancy Sherman

Director of Marketing & Communications

nsherman@caroline-center.org

410.563.1303 x25

Web: caroline-center.org

Blog: ccbbreakroom.com

Caroline Center Launches Its New Award-Winning Brand and Video “What It Takes” Keeps the Message Real by Allowing Its Graduates to Take the Stage

Caroline Center, a nonprofit workforce development organization providing a tuition-free education, career and life skills training for women in Baltimore experiencing poverty, has been recognized by the Public Relations Society of America-Maryland Chapter as an award nominee for its new brand – [“What It Takes.”](#) The brand, which was created by Claire Hartman of Exit 24, LLC, is a “powerful and highly original way to tell the Caroline Center story,” according to Caroline Center Executive Director Patricia McLaughlin, SSND. The new brand, a first for Caroline Center, was created to come alive through a [book](#) and brochure that blend first-person, spoken-word poetry, documentary-style photography, and compelling images and art, and a [video](#) that features an original music score and the voices and images of actual Caroline Center graduates.

The brand’s power is the result of not only *how* the Caroline Center story is told, but also of *who* is telling the story and *what* the story is about.

When Caroline Center re-opened its doors in 1996 on a narrow residential street in East Baltimore, it did so with the intention of breathing life and new purpose into an historic space where the School Sisters of Notre Dame had had a presence for

167 years. An educational ministry that began in the neighborhoods around Somerset Street in 1847 that was meant to change the lives and economic status of the children of immigrant families would now be offered to women seeking to change their lives and find a pathway out of poverty by acquiring marketable skills for meaningful careers.

“What It Takes” is the compelling story of a community working together to create real and lasting change through education and employment – one courageous woman at a time.

The Public Relations Society of America-Maryland Chapter will present the “Best in Maryland Awards,” “Awards of Excellence,” and “Best in Show Award” to nominees on Thursday, December 4, 2014, at 6 p.m. at the Baltimore Hilton, Inner Harbor.

Caroline Center educates unemployed and underemployed women in Baltimore for careers with potential for advancement. Inspired by the School Sisters of Notre Dame, Caroline Center’s holistic approach empowers each woman to reach the fullness of her potential thus creating a future of hope for herself and her family.

In 2014, Caroline Center was honored by the Baltimore City Chamber of Commerce as the recipient of the “Small Nonprofit Innovator Award.”

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