

Contact Rob Wray r.wray@thelatrust.org **Mobile** 323.702.4709

The L.A. Trust launches new website and campaign to rally constituents

Nonprofit is 'Putting the care in student healthcare'

LOS ANGELES (September 8, 2020) – The Los Angeles Trust for Children's Health has launched a new rallying cry, website and outreach to help it better serve students, community members, allies and healthcare partners throughout the region.

"This website is the part of a reinvention process we began last year," said Maryjane Puffer, executive director of The L.A. Trust. "Since then, we've developed new strategies, values, vision and mission statements. We introduced new branding, communications and outreach. Today we introduce a new website and a new rallying cry, 'Putting the care in student healthcare.'

"We're fighting multiple pandemics." Puffer said. "Our students are hurting, our communities are struggling and many of our institutions are reeling. Our new rallying cry represents The L.A. Trust's commitment to help our kids and teens address the challenges they face."

Telling The L.A. Trust story

Rob Wray, associate director for communications and media at The L.A. Trust said, "Our new website tells the story of The L.A. Trust. It outlines our missions, showcases our work and provides important resources on student health," he said.

"This site, developed in-house and by LeftBrainRightBrain Marketing, is the beginning of the process, not the end," he said. "We will add more resources, more news and more stories going forward, evolving with the needs of our constituents and partners."

The mission of The Los Angeles Trust for Children's Health is to bridge the worlds of health and education to achieve student wellness. We are an independent 501c3 nonprofit organization that envisions a world where every student is healthy and successful. We support Wellness Centers, student engagement, research, and programs focused on mental health, substance use prevention, oral health, healthy living, mental health and more. For more information visit thelatrust.org.