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# MEDIA RELEASE

FOR IMMEDIATE RELEASE

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## Local Environmental Health Nonprofit Unveils New Name

*New name reflects the organization's reach expanding across Southern California*

**LOS ANGELES, CA., Sept. 28, 2020** –The former BREATHE California of Los Angeles County, a non-profit, non-partisan organization that promotes clean air and healthy lungs through education, research, technology and advocacy announces the launch of a new name and logo. The organization will now be known as Breathe Southern California. Among the other changes will be a new logo and new domain name of [www.BreatheSoCal.org](http://www.BreatheSoCal.org).

“Over the past 117 years, we’ve built a strong reputation fighting for every breath, life and clean air,” said Marc Carrel, President & CEO of BREATHE Southern California. “While our commitment to our mission will not change, we are excited that our name will more appropriately reflect the communities we serve.”

“This is an exciting change for us,” said Eileena James Brown, Board Chair of BREATHE SoCal. “Our programs have been expanding in size and scope, and we are committed to continuing our work to improve lung health, create a tobacco-free future, champion clean air for all, and improve the quality of life for those living with lung disease.”

BREATHE Southern California currently has a board of directors of 19 individuals including one living in Orange County and one living in San Diego County. BREATHE Southern California has also been expanding its program reach by conducting work in Riverside County, San Bernardino County, and Orange County, in addition to Los Angeles County.

“Changing our name to BREATHE Southern California is an obvious evolution as our we have been doing more work beyond the boundaries of Los Angeles County, and I am confident we will continue to expand our services throughout Southern California.” said Carrel. “Our goal is to eventually provide our programs and services all the way from Santa Barbara to San Diego.”

The new logo reflects the new name and includes a logo of three blue shapes that provide a negative image of lungs. The colors used are a deeper blue and green than previously. This is a “cleaner, crisper version of the organization’s previous logo,” said Carrel.



The new name was officially unveiled on September 24<sup>th</sup> at the organization's virtual Breath of Life Award<sup>®</sup> Gala which recognized those who have made a difference in lung health, sustainability and clean air. The new name will be implemented across the organization and its service communities throughout Southern California.

**About BREATHE SOUTHERN CALIFORNIA**

BREATHE Southern California is a 501(c)(3) nonprofit organization promoting clean air and healthy lungs in Southern California through research, education, advocacy, and technology. BREATHE SoCal provides environmental health screening, education, and empowerment programs to communities most impacted by alarming chronic lung disease rates and the region's air quality, which is the poorest in the nation. The organization pursues its mission by educating youth, patients and the general public, engaging the community, advocating for changes to public policy, and supporting clinical and public health research. To learn more about BREATHE Southern California, visit [www.breathesocal.org](http://www.breathesocal.org).

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