



SISTERS OF THE GOOD SHEPHERD
NATIONAL ADVOCACY CENTER
Rise Up AND Act for Justice

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Press Release:

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National Advocacy Center of the Sisters of the Good Shepherd Releases New Logo/Tagline and Launches New Online Presence

"Rise Up and Act for Justice." That is the call – and the new tagline – of the National Advocacy Center of the Sisters of the Good Shepherd. The National Advocacy Center (NAC) is the voice and lobbying arm of the Good Shepherd Sisters, their ministries and agencies serving in the United States and over 70 countries.

As it heads into its 15th year, NAC also is releasing its new logo and launching its new online presence featuring a new mobile-friendly [website](#), [Facebook](#) and [Twitter](#). The new website provides a dynamic home for NAC, offering resources, advocacy tools and action alerts to Congress, while Facebook and Twitter allow NAC to engage quickly with its friends and activists as well as a wider audience.

Shades of blue are used in the new logo in honor of Mary and the Sisters. The two figures are shown with arms raised signifying empowerment, community and the lifting up of people who are marginalized through political advocacy.

NAC empowers people and is the voice for those on the margin of society, in particular women, girls and children, and lessens their burdens through advocacy.

Larry Couch, Director of the National Advocacy Center of the Sisters of the Good Shepherd, commented that "As Pope Francis has said, we are not in an era of change but a change of era. As such we need to communicate with young people and those in all age groups in newer and more creative ways through social media. Please join us as we expand our voice to bring the Good News of building a just society and a better world."

The updated look and added media platforms give NAC a fresh face to engage with its many partnering organizations in Washington, DC and to expand its reach to college campuses and parishes.

NAC is a lead organizer for the annual Ecumenical Advocacy Days bringing in nearly a thousand people from around the country every spring to our nation's capital. NAC also offers speaking and outreach opportunities and advocacy workshops.

The National Advocacy Center offers education through processes and strategies that address social justice issues and advocates for the transformation of society to the benefit of all people. The center reflects the spirituality, history and mission of the Sisters of the Good Shepherd, working in solidarity with the disenfranchised - particularly families, women, and children.