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**BLIND CHILDREN'S LEARNING CENTER RENAMED BEYOND BLINDNESS —
NEW NAME, LOGO + WEBSITE REFLECT EXPANDED SERVICES AND REACH**

New branding signifies nonprofit's position as primary resource for families of children with visual impairments and other disabilities in Orange County, CA

Santa Ana, Calif., (May XX, 2021) – The Santa Ana-based nonprofit formerly known as [Blind Children's Learning Center](#) today announced its new name — Beyond Blindness — in a move to reflect the organization's expansion as the primary resource for families of children with visual impairments and other disabilities in Orange County, California. In addition to the new name, the nonprofit unveiled its new logo and website.

“For nearly 60 years, Blind Children's Learning Center has prepared children with visual impairments for a life of independence,” shares Angie Rowe, President and Executive Director of Beyond Blindness (formerly Blind Children's Learning Center). “Our new name signifies our evolution and expansion to serve and positively impact a wider population of children with visual impairments and other disabilities and their families.”

Now known as Beyond Blindness, the organization's evolved mission is to empower children with visual impairments and other disabilities to achieve their fullest potential. Founded in 1962, Beyond Blindness continues to grow, serving a record 302 children and their families in 2020. The new Beyond Blindness brand positions the team to establish a high quality journey of care for even more families through three core initiatives of the organization: Early Intervention, Education + Enrichment, and Family Support.

To reflect this dynamic growth, Beyond Blindness' new name and logo incorporate the term “blindness” as an important differentiator — as no other organization in Orange County works with children with visual impairments in the full-spectrum way that Beyond Blindness does. The new logo also includes three abstract human figures holding hands in a circle to create the silhouette of an eye in the center. To communicate continuity of service and commitment to its clients, the new logo evolves the previous logo's three figures to a more polished/developed look and incorporates the old logo's purple hue, as well. Additionally, each abstract human figure is a different color to reflect the diversity of the population that Beyond Blindness serves. These three figures not only represent Beyond Blindness families and children and the idea of community, but also Beyond Blindness' three areas of service – Early Intervention, Education + Enrichment, and Family Support.

In addition to the new logo, Beyond Blindness will introduce a new website that serves as an education platform for current and future families and supporters of Beyond Blindness. The website will also offer an online resource center for anyone, anywhere who has questions or needs guidance as they navigate



a visual impairment or other disability. The website will be ADA compliant, making it more accessible to a wider user demographic.

“Our entire Beyond Blindness team looks forward to helping children with visual impairments and other disabilities live to their highest potential,” says Rowe. “We are unwaveringly dedicated to these kids and their families and we truly envision a world where all children, no matter their abilities, are equipped to live full and rewarding lives.”

About Beyond Blindness

Beyond Blindness, formerly Blind Children’s Learning Center, is a 501(c)(3) nonprofit with the mission to empower children with visual impairments and other disabilities to achieve their fullest potential. Areas of service include Early Intervention, Education + Enrichment, and Family Support, which all aim to help children, no matter their abilities, live full and rewarding lives. The Beyond Blindness team embraces a people-first approach and values family, connection, impact, inclusion, stewardship, and optimism. For more information, please visit <https://www.blindkids.org/> or <https://www.instagram.com/beyondblindness/>

More About Beyond Blindness

Beyond Blindness’ Early Intervention services provide vision stimulation resources to children ages 0 to 3 to help each child meet his or her important milestones. Early Intervention also includes therapy services that help to minimize developmental delays and optimize growth towards an independent future while toddler classrooms, located onsite, focus on healthy development and school readiness.

Additional Early Intervention services include:

- Access to social workers and resource center
- Low Vision Clinic
- Family Counseling
- Transitional & IEP Support
- Community-building events

Through Beyond Blindness’ Education + Enrichment services, students receive itinerant education support with a dedicated Teacher of the Visually Impaired (TVI), orientation & mobility training, and the opportunity to attend fun and valuable summer camps. Additional Education + Enrichment services include:

- Assistive Technology
- Peer Groups
- Enrichment Services
- Life-skills development

Lastly, Family Support services enable Beyond Blindness to be a resource for families of children with visual impairments and other disabilities throughout the child’s entire journey of care. These services not only offer necessary and comforting support to parents, grandparents, siblings, children and more in the form of education, training and inclusive family events, but they also help provide guidance, a sense of community, and more. Additional Family Support services include:

- IEP & transitional support
- Access to social workers and resource center
- Digital Resource Center (~~digital at first; physical coming soon~~)
- Assistive Technology Training



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