



Prevent Child Abuse Georgia is now Positive Childhood Alliance Georgia

## **What this means for Georgia families**

We are thrilled to share that Prevent Child Abuse Georgia is now Positive Childhood Alliance Georgia (PCA Georgia)! This exciting transformation reflects our commitment to embracing a positive and strengths-based approach to supporting families and communities.

Over our more than 40-year journey, as the state chapter of Prevent Child Abuse America we've grown and evolved alongside the communities we serve, continually adapting to meet the needs of children and families. Our new identity represents a hopeful, community-centered future for families across Georgia.

This rebrand reflects a renewed vision of hope, collaboration, and positivity. While our name has changed, our mission remains steadfast: ensuring all children can grow up in safe, loving environments.

### **Key highlights of the Rebrand:**

#### **New name and tagline:**

Positive Childhood Alliance Georgia  
Strong Families. Bright Future.

**Updated logo and visual identity:** Vibrant colors and approachable design reflect the organization's focus on hope and inclusion.

**Mascot:** A new brand ambassador, Blue, is also being introduced in conjunction with the Rebrand. A teddy bear, a beloved symbol of a carefree childhood, was the inspiration for this new partner, eager to create joy throughout the state at outreach and other events.

## **Honoring our history**

More than four decades ago, a dream to create brighter childhoods began. Prevent Child Abuse Georgia has been a leader in preventing child abuse and neglect, driven by a shared love for children and families. Along the way, our focus has remained clear: to strengthen families, inspire action, and provide the tools needed to strengthen nurturing communities.

This milestone marks the start of an exciting new chapter as Positive Childhood Alliance Georgia. Our rebrand reflects our unwavering dedication to fostering positive childhood experiences and empowering families. We remain deeply grateful for our partners and supporters who have journeyed with us. Together, we look ahead to creating equitable opportunities and nurturing environments where every child and family can thrive.

## **Strong Families. Bright Future.**

Our new name, Positive Childhood Alliance Georgia, embodies our belief in the power of collaboration to enact lasting change. By focusing on what families need—when and where they need it, without stigma—we strive to create a future where children flourish in safe, nurturing homes and communities.

As we retool programs, enhance messaging, and advocate for family-centered policies, our mission remains steadfast: to strengthen families, raise awareness, and inspire transformative action across Georgia. We invite you to join us in this shared vision to uplift every child and family in Georgia, creating a brighter future full of purpose, hope, and opportunity.

Thank you for supporting this exciting next step in our journey as Positive Childhood Alliance Georgia. Together, we can make a profound difference.

Visit [pcageorgia.org](http://pcageorgia.org) to learn more.