



FOR IMMEDIATE RELEASE

Contact: Pam Cook
Pam Cook Communications
336-416-4831
pcook@aol.com

Mountain Valley Announces New Brand Identity as 40th Anniversary Approaches

Mount Airy, NC - Since 1983, Mountain Valley Hospice and Palliative Care has served patients and their families facing serious illness across an 18-county area in North Carolina and Virginia. As the communities have grown and evolved, so too has Mountain Valley.

As we begin our milestone 40th year of service, we are unveiling a new brand identity reflecting this evolution and growth.

“We believe every patient facing serious illness deserves skilled and compassionate care. Our new identity reflects our agency’s progression, as well as our commitment to our mission and the community,” said Tracey Dobson, president and chief executive officer.

The new logo graphically portrays the region, reflects our 40-year legacy of caring, and speaks to the market area of North Carolina and Virginia with bold new colors and updated typeface.

When the team set out to develop a new identity for Mountain Valley, our goal was to have the new look reflect the personal nature of our work and the passion our team brings to each day and each interaction with a patient or family member.

“Our mission is to honor the lives and experiences of the individuals we serve and make every moment matter. Our brand now reflects our commitment to create the best experience for those facing serious illness. Every patient. Every family. Every time.” said Jan Bullard, vice president of marketing and public relations.

Over the coming weeks, the new identity will begin to appear in various applications and then roll out more broadly throughout our service area in 2023.





Mountain Valley is a nonprofit organization providing high quality end-of-life care in 18 counties in North Carolina and Virginia. Through its team of hospice professionals and specially trained volunteers, Mountain Valley addresses the growing need for compassionate hospice care through offices in Mount Airy, Yadkinville, Elkin, and Pilot Mountain, NC; and in Hillsville; and Martinsville VA. Mountain Valley also owns and operates two hospice inpatient facilities: The Joan & Howard Woltz Hospice Home in Dobson, NC, and the SECU Hospice Care Center in Yadkinville, NC. Both offer a homelike setting for patients and families alike. The goal for both facilities is to help families be as comfortable as possible as they stay close by their loved one during this time when families are needed most. For more information, visit www.mtnvalleyhospice.org .