



Media Contact

Brian Maxey,

bmaxey@rise-economy.org, 510-813-7552

California Reinvestment Coalition Announces Rebrand as Rise Economy

The statewide economic, housing and racial justice nonprofit unveils new visual identity as part of strategic alignment.

LOS ANGELES, June 12, 2023 – Fit to meet the moment with its bold, modern and innovative new identity, the California Reinvestment Coalition (CRC) today unveiled its new name, Rise Economy, as part of the economic, housing and racial justice nonprofit’s strategic alignment of its brand, mission and vision.

"This rebrand is a major milestone for our organization," said Rise Economy **Chief Executive Officer Paulina Gonzalez-Brito**. "As our work has expanded and the needs of our communities have shifted, it became clear that we needed to tell our story more boldly and with our members, partners and friends at the center."

The rebranding initiative began in the fall of 2022 with Bay Area-based integrated marketing agency Alaniz Marketing helming the project. The agency conducted market research, in-depth analysis and held discussions with then CRC members to bring to life a unified rebrand consisting of a new name, logo and wordmarks, a modern color palette of deep purple, rich orange and soft pink, and a revamped website.

"The bold new visual identity aligns with the bold, forward-thinking work this organization has done for nearly 40 years. We are excited to rally and rise together under our new identity," said **Chancela Al-Mansour**, Rise Economy Board Chair and Executive Director of the Housing Rights Center. "I am so proud the organization will continue to advance its legacy under the Rise Economy name and logo."

Founded in 1986 as the California Reinvestment Committee, Inc., the organization formed as a banking accountability watchdog that encouraged financial institutions to invest in low-income

and historically redlined communities to meet affordable housing and consumer credit needs. Since then, the former CRC has not only worked to increase the flow of credit, services and investments to low-income communities and communities of color in California, it has incorporated housing advocacy, and grassroots racial justice and economic wellness training into its work. In recent years, the organization's work has expanded to include climate change and digital equity advocacy.

The new brand, Gonzalez-Brito says, communicates the organization's history, breadth of work and values like never before.

"While our look and name have changed, our focus remains on advocating for policies and practices that promote racial and economic justice and that dismantle the root causes of inequality, redlining and systemic racial injustices," Gonzalez-Brito said.

Starting today, Rise Economy's website, rise-economy.org, will be updated to reflect the rebrand as will its social media channels.

###

About Rise Economy

Rise Economy, formerly the California Reinvestment Coalition (CRC), is a member-led alliance focused on creating a more equitable society where Black, Indigenous, and People of Color have access to resources and opportunities to build generational wealth. As the largest statewide community reinvestment coalition in the country, Rise Economy advocates for policies and practices that promote racial and economic justice and that address the root causes of inequality, redlining, and systemic racism. Learn more about [Rise Economy](https://rise-economy.org).