



FORMERLY SUNNY HILLS SERVICES/BAYC

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FOR IMMEDIATE RELEASE:

SUNNY HILLS SERVICES BECOMES SIDE BY SIDE

New name unifies the organization's array of programs, and reflects approach with young people

San Anselmo, CA, July 23, 2018 – Sunny Hills Services today announced its new name: Side by Side.

Founded in 1895 as an orphanage, Sunny Hills Services became known as "Sunny Hills" in the 1930s in reference to its idyllic San Anselmo campus (with the street, Sunny Hills Drive, subsequently named for the organization). Though still headquartered on the same campus in San Anselmo – and still serving the most vulnerable youth in the community – the organization's scope of services has expanded well beyond the Sunny Hills location in response to the needs in the community, with a broad spectrum of programs across four counties. The name Sunny Hills no longer captured the breadth of regions and services, nor did it speak to the essence of the work with young people.

"The experience of our direct care staff is of walking with the young person through their journey – not leading or following but meeting them where they are without judgment or hierarchy," says Mary Denton, CEO. As a name, Side by Side encapsulated this simple, but most essential aspect of the organization's approach. Also, Side by Side spoke to the organization's indispensable relationships with partners in the community.

The new name and brand was brought to life with a bold logo and cohesive visual identity system created by designer Chris Inclenrock. The new website is: www.sidebysideyouth.org.

Today, Side by Side operates in Marin, Alameda, Sonoma, and Napa, each year reaching nearly 2,000 youth ages 5-26 and family members with critical services related to behavioral and mental health, early intervention, LGBTQ support, substance abuse, therapeutic housing, special education, and youth justice.

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About Side by Side

At Side by Side we walk with young people impacted by adversity on their unique journeys to heal from trauma, restore resilience, and embrace their own potential. We provide critical and comprehensive services that honor the young person's unique needs and strengths to prevent the escalation of dangerous conditions and behaviors and set them on a positive path. When they feel seen for who they are today, we believe our youth can move with confidence toward a future with meaning and connection. Since our founding in 1895 as an orphanage – and through many years as Sunny Hills Services – Side by Side has been at the forefront of best practices in child welfare. Today, Side by Side operates in four counties – Marin, Alameda, Sonoma, and Napa – across the Bay Area, each year reaching nearly 2,000 youth ages 5-26 and family members with critical services related to behavioral and mental health, early intervention, LGBTQ support, substance abuse, therapeutic housing, special education, and youth justice. Learn more at www.sidebysideyouth.org.