

**WELCOME TO  
A NEW WORLD,  
OREGON!**

**The World Affairs Council of Oregon is now**

**WORLD  
REGION**



We've got a **new name**, a **new look**, and a **new website is on its way!** We're still part of the nationwide network of World Affairs Councils of America—organizations whose programs connect people to the greater world, and to each other—but from now on, you can just call us WorldOregon!

**We haven't changed our mission.** We are simplifying our name for a greater focus on what we do best. Our global programs still turn strangers into friends, youth into leaders, mentors into learners, and opinions into questions.



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## FOR IMMEDIATE RELEASE

October 2017, Portland, OR – After more than 67 years, the globally-focused nonprofit will now go by the name: WorldOregon. The change comes with a new visual brand and improved website to launch this fall.

A colorful new logo features green and aqua overlapping circles, symbolic of Oregon and the wider world. It was created by Portland branding studio Leopold Ketel as part of their nonprofit accelerator program.

WorldOregon remains an active member of the nationwide network World Affairs Councils of America, headquartered in Washington D.C. and represented by over 90 councils in 41 states plus Puerto Rico—the largest U.S. nonpartisan nonprofit dedicated to engaging citizens in global issues.

On trend with other regional councils (e.g. WorldBoston, WorldDenver), the name-change was both a practical and tactical decision. WorldOregon President Derrick Olsen explains:

"While our original name holds historical significance—and we are proud of that legacy—we're excited to modernize our brand to better reflect the relevance our work in today's times. Introducing ourselves as "WorldOregon" doesn't just shorten our name; it provides an instant focus on what we value most—connecting the people of Oregon and other world nations in a meaningful, personal way."

Since the organization already uses the "worldoregon" domain name and social media accounts, there will be no changes to online accessibility.

"WorldOregon" is registered as an "assumed business name." The official name ("The World Affairs Council of Oregon") can still be used legally in any transactions or correspondence.

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