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Environmental Learning for Kids (ELK) Announces Exciting Branding Refresh

Denver, Colorado – October 2nd, 2023 – Environmental Learning for Kids (ELK), a long-standing youth centric, environmental science and outdoor recreation nonprofit in Denver, Colorado, is thrilled to announce a significant milestone in our journey. The organization has refreshed its identity – while staying true to its values of providing access to, and representation in, the outdoors and careers in STEM.

This rebranding initiative reflects our commitment to better serve our community, enhance our programs, and expand our impact on the lives of young people in the Denver area. The decision to rebrand comes after careful consideration and planning of more than a year and a half, and it represents a fresh start while preserving our core mission of *cultivating a diverse community of leaders and environmental stewards by increasing outdoor equity*.

From the very start of our 1996 founding, our goal has been unwavering: to dismantle the systems of oppression that prevent young people of color and their families to connect with nature and thrive in the environmental and outdoor community.

ELK serves some of the most racially diverse neighborhoods in the Denver Metro area. Our service area is among the City’s most impoverished neighborhoods, with a quarter of families living in poverty, which is high compared to the rest of metro Denver. ELK’s approach to serving these challenges over time has helped create a unique set of programs that address the challenges that have existed since its inception. ELK annually serves more than 5,000 underserved youth of color (ages 5-25) and their families through year-round, in-school and after-school, and family programs. Through this brand refresh, ELK will continue to focus on inspiring, educating, and transforming, youth through engaging, educational programs, and experiential activities in nature.

The ELK brand is dynamic and will always be committed to following the pathway laid out by the students, families, and northeast community it serves.

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Key highlights of this rebranding include:

New Visual Identity: ELK will introduce a fresh and dynamic visual identity that reflects our evolving spirit while honoring our history.

Enhanced Programs: We are excited to continue to activate our ELK Education Center and Open Space Park, serving as a community hub for northeast Denver families and community organizations alike.

Community Engagement: ELK will strengthen its ties with the Denver community, collaborating with increasing numbers of local schools, organizations, and businesses to broaden our reach and impact.

Online Presence: Our revamped website will provide valuable resources, updates, and a platform for the community to engage with our mission and activities.

“You spoke, and we listened,” said ELK Board member, Marketing Committee Chair, and parent, Kristina Lance. “Through an intentional process of surveying, 1:1 interviews, and brand workshops, we have renovated our look, our feel, and our messaging, all while staying true to our guiding principles that our natural world and careers in environmental science are for all.”

"This re-branding effort is not just a fresh coat of paint; it's a fundamental transformation that reflects our adaptability, our commitment to our mission, and our ambition to effect meaningful change," said Juan Pérez Sáez, Executive Director of ELK. " This exciting endeavor was largely funded by the Colorado Outdoor Recreation Industry Office – we are so thankful for their partnership."

Stay tuned for exciting updates as we transition into our new identity. We are grateful for the support of our community, partners, and donors, and we look forward to continuing to rise to the occasion in supporting young leaders and engaged environmental stewards of today and tomorrow.

For more information and to stay updated on our progress, please visit our website at www.ELKKids.org or follow us on Instagram at [@ELKKidsCO](https://www.instagram.com/ELKKidsCO).

About ELK:

Environmental Learning for Kids (ELK) is a local nonprofit that creates a sense of belonging, self-discovery, and adventure in the outdoors for underrepresented young people of color and their families, transforming youth into environmental stewards and trailblazers that promote equitable outdoor access, sustainable practices, and community uplift.