

Tipton Communications Launches New Brand and Web Site for Autism Delaware

WILMINGTON, DEL., February 3, 2009 — Tipton Communications has launched a new brand identity—including a new name, logo, newsletter and Web site—for Autism Delaware (AD).

As AD, a nonprofit, 501(c)3 organization that serves people and families affected by autism, approached its 10th anniversary, its members selected Tipton Communications to carry out the rebranding.

“We believed that a new decade merited a new look and feel. We were also trying to find ways to reach more Delawareans,” said Rob Gilsdorf, president of Autism Delaware. “Autism Delaware is a concise name that not only sums up what we are about, but is also easier to remember.”

Tipton Communications (www.tiptoncommunications.com), an integrated business communications company serving the Philadelphia and Delaware markets, conducted surveys and focus groups before developing the communications plan for launching the new brand. The firm also designed AD’s new logo and newsletter and worked with volunteers and staff to develop the design, navigation and content of the new Web site (www.delautism.org), which launched on January 1, 2009. The user friendly site allows visitors to readily access information on autism and learn about ways to help those affected by the disorder.

“We are very excited about the results of our relationship with Tipton Communications,” said Theda Ellis, Executive Director of Autism Delaware. “We have a lot to offer to the autism community—including education, advocacy and raising public awareness about the disorder—and Tipton Communications is helping us get the word out.”

About Autism Delaware

Founded in 1998, Autism Delaware (AD) is a nonprofit organization of family members and friends of Delawareans with autism. The goal of AD is to educate Delawareans about and raise awareness of autism within the state. Autism Delaware is located at 924 Old Harmony Road, Suite 201, Newark, Delaware 19713. For more information, please visit <http://www.delautism.org/>.

About Tipton Communications

Tipton Communications supports its clients with award-winning business communications services, including strategic communications planning, public relations, marketing communications, e-solutions, benefits communications, graphic design and executive and employee communications. We are at your service! For more information, please visit www.tiptoncommunications.com

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