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BDSRA announces rebrand, adds 'Foundation' to name

COLUMBUS, Ohio, June 22, 2022 – The Batten Disease Support, Research, and Advocacy Foundation, the largest umbrella support and research organization in North America for families affected by Batten disease, is excited to announce it has completed a rebranding that features a refreshed look to spread awareness, promote its mission, support strategic plan initiatives, and increase its competitiveness in the marketplace.

This rebrand signifies a new chapter in the organization's history – one that features new employees who convey the passion, commitment, and energy for the organization's mission of a world without Batten alongside its existing staff and board members.

“Our new brand will allow us to better support our purpose: to raise funds to provide education, resources, and research that will lead to a cure for Batten disease,” said Amy Fenton Parker, President & CEO.

BDSRA's rebrand features a revamped color scheme and “Foundation” added to its name. Its three pillars – Support, Research, and Advocacy, are symbolized by the yellow, red, and purple colors, respectively. Green represents Fundraising, which has always been vital to BDSRA's ability to finance family support, (education, resources, programs, conferences) research, and advocacy. Teal, a long staple of BDSRA's color scheme, continues to remain a critical piece of the non-profit's history and current mission.

BDSRA's status as a member-driven association ended in 2018 when the Board of Directors voted to remove the barrier of membership dues to give access to anyone who wanted to affiliate with the organization. Integrating “Foundation” into the name indicates that BDSRA exists to raise and manage money for the benefit of all Batten families. The “A” in BDSRA now stands for one of its three pillars – Advocacy.

Fenton Parker added, “The staff and board worked on this refresh for nearly a year taking the 2018 strategic plan to heart, ‘to reimagine what BDSRA can and should be in a new era of research, drug development, legislation, and connectivity.’ We looked to the plan and the community for direction.”

This rebrand goes beyond the color, logo, and name changes for BDSRA. It reinforces the organization's commitment to providing family support, funding research, and aggressively advocating for a cure.

