



## ***News Release***

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**FOR IMMEDIATE RELEASE:**

### **FLORIDA DENTAL ASSOCIATION LAUNCHES NEW LOGO, BRAND**

TALLAHASSEE, Fla. (June 12, 2014) – The Florida Dental Association (FDA) debuted its new logo today at the annual Florida National Dental Convention in Orlando.

This new logo is part of the FDA's rebranding initiative to strengthen the organization and its communication and marketing efforts. The FDA's previous logo was developed more than 20 years ago.

"Our new logo creates a more modern and recognizable visual identity for the Florida Dental Association," said Dr. Terry Buckenheimer, president of the Florida Dental Association. "The goal for our rebrand is to reinvigorate the FDA from the ground up and better share our collective story."

In addition to its new logo, the FDA's rebrand will include a new mission statement, targeted communications strategy and a cohesive brand identity across all of its subsidiaries, including the Florida Dental Association Foundation and FDA Services.

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#### ***About the Florida Dental Association***

*The FDA is a statewide, professional association representing the dental profession in Florida. A constituent society of the ADA, the FDA's mission is to improve the oral health of Florida residents, promote ethical practice standards, and direct the evolution of the practice environment through continuous education and advocacy for the profession and the public. For more information about the FDA, visit [www.floridadental.org](http://www.floridadental.org).*