



Feeding people. Changing lives.

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FOR IMMEDIATE RELEASE

Food Pantry Gets a Shorter Name

Gloucester (May 11, 2009) Known in the community as The Open Door/Cape Ann Food Pantry, the local hunger-relief organization has shortened its name to The Open Door and added the tag line, “Feeding people. Changing lives.”

“The Open Door/Cape Ann Food Pantry name came to be when the two original programs merged in 1986,” said The Open Door’s executive director, Julie LaFontaine. “The length of the name became unwieldy over time and not reflective of the full range of food resource programs we offer.”

Moving well beyond the parameters of traditional hunger-relief programs such as a food pantry and prepared meals, The Open Door offers Summer Lunch for kids, Mobile Markets in four locations, and food stamp application assistance.

The name change has been a process of more than a year. During the past twelve months, clients, volunteers and donors were polled for words that they felt represented the heart and work of the organization.

“The results of the polling made it clear that our identity was all about the tangible work of providing food and feeding people,” said LaFontaine, “But, it was more than that. Words such as hope, help, care, and change showed up over and over.”

Armed with survey results and the donated talent and time of a creative team at Mullen, The Open Door got a brand new look. Mullen provided all the expertise and advertising muscle behind the birth of this new brand.

“Our clients, donors and volunteers should be assured that the new name does not mean that we are offering less service,” said LaFontaine. “In fact, we are offering more pantry services and extra meals during these tight economic times.”

The Open Door programs serve residents of Gloucester, Rockport, Manchester, Essex, and Ipswich. Visit www.foodpantry.org for more information.

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