

**For Immediate Release**

**Contact: Jenna LeComte-Hinely, PhD**

**(760) 404-1945**

**[jlecomte-hinely@harcdata.org](mailto:jlecomte-hinely@harcdata.org)**



## **HARC, Inc. Announces Rebranding**

**(PALM DESERT, CA) - April 15, 2015...** HARC, Inc. announced today that it has changed the meaning of its acronym from “Health Assessment Resource Center” to “Health Assessment and Research for Communities,” to further clarify its core business.

HARC’s legal name, HARC, Inc., will remain unchanged. The modification of the HARC acronym is intended to better reflect the mission and activities of the nonprofit. “We felt that the original meaning of ‘HARC’ did not accurately reflect what we do. This will allow potential customers to easily determine what we do—research—and who we do it for—communities,” said Dr. Jenna LeComte-Hinely, Chief Executive Officer.

This tactical change is a part of HARC’s long-term strategy to provide research and evaluation services to a growing base of customers. As part of this strategy, HARC will soon launch a new website that will have increased functionality and ease of use for clients and data users.

“This is an exciting time for HARC,” said Board President Dr. Glen Grayman. “The Board of Directors felt that this rebranding was an important step in raising awareness about the research and evaluation services that HARC provides to the Coachella Valley community.”

HARC will continue to provide high-quality, reliable research and evaluation services to organizations throughout the Valley. Most notably, HARC’s data provides valley nonprofits with the data they need to make stronger decisions and secure funding for their valuable programs that improve the quality of life in our community.

**About HARC**

HARC, Inc. is a 501(c)(3) nonprofit organization providing research and evaluation services related to health and wellness. HARC is funded by grants, donations, and customized research and evaluation services. HARC is located on the University of California, Riverside Palm Desert Campus. More information can be obtained by calling HARC at (760) 404-1945, or visiting the organization's website at [www.HARCdata.org](http://www.HARCdata.org)