

**EMBARGOED UNTIL MARCH 26, 09:00 AM ET:**

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## **THE HUMANE LEAGUE LAUNCHES BOLD NEW MISSION AND LOOK**

**New York, USA - March 26th, 2019:** Today, the international farm animal protection nonprofit, The Humane League, is launching an emboldened mission: **To end the abuse of animals raised for food.** This is coupled with an entirely new look and feel, replete with [a new logo, tagline, and manifesto.](#)

*"With this updated mission statement and aesthetic we are taking a bolder, clearer, and more focused stand. We are intentionally stating that our mission is to end the abuse of animals raised for food, to make it clear that the suffering of animals in factory farms every single day is abuse, and it must end,"* shares David Coman-Hidy, President at The Humane League.

The Humane League has been working on the new look behind the scenes for ten months, and began by surveying its community of volunteers, donors, and staff to assess what changes were needed in order to best represent its identity and scope of work as it steps into a bold new future. *"Because the time is now,"* says Coman-Hidy. *"People are waking up to the plight of animals more than ever before."*

Feedback from the surveys and interviews showed that The Humane League's former logo and brand positioning led to confusion about the aims of the nonprofit.

*"We knew we needed to modernize our appearance to convey the contemporary urgency of our mission. We also needed a look and feel which would accommodate our growing team around the world,"* said Cristyn Hypnar, Creative Lead at The Humane League. *"Our new signature visual, the mended heart icon, represents the broken food system being repaired through our relentless work. The heart—a universal sign for love and compassion—is easily recognizable and meaningful across cultures, geographies, and languages. Our tagline, **For The Animals,** represents our core purpose underlying every action we take."*

The Humane League was founded in 2005 in Philadelphia, and has since expanded to Mexico, Japan, and the UK. In 2016, it founded the Open Wing Alliance, a coalition of organizations fighting to end the abuse of chickens worldwide. To date, it has distributed over \$499K in grants to fund the campaigns of its 59 member organizations.

As a result of The Humane League's work, hundreds of companies across the globe have committed to eradicate cages for laying hens from their supply chains and to drastically reform the treatment of chickens farmed for meat. And, the organization has distributed over seven million veg-eating guides to help people transition to a plant-based diet.

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### **Notes for editors**

Logo, tagline, and manifesto visuals are available [here](#).

### **About The Humane League**

[The Humane League](#) is an international nonprofit ending the abuse of animals raised for food by influencing the policies of the world's biggest companies, demanding legislation, and empowering others to take action and leave animals off their plates. Since its founding in 2005, The Humane League has focused on effectively ending the worst abuses in factory farming, securing strong animal welfare commitments from major foodservice providers, restaurants, food manufacturers and hospitality leaders around the world, changing the lives for billions of farm animals suffering everyday.