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# Press Release

## **Oklahoma City Area Inter-Tribal Health Board announces company name change to Southern Plains Tribal Health Board**

**Oklahoma City, OK, January 27, 2016:** As of January 21, 2016, the Oklahoma City Area Inter-Tribal Health Board began operating under the new name Southern Plains Tribal Health Board. As part of the rebranding, the organization has also unveiled a new logo and tagline, and in the near future will be redesigning its website.

The non-profit organization provides health-related advocacy, education, partnerships and training to 43 federally-recognized tribes in Oklahoma, Kansas, and Texas.

The rebranding represents the evolution of the Health Board established in 1972. As part of this evolution, the Southern Plains Tribal Health Board has taken the opportunity to simplify its name and redesign its logo and tagline.

The Executive Director, Jenifer ShieldChief Gover says, "Today is a monumental step toward our goal of becoming a premier Tribal Health Board. I am honored to be a part of this evolution. Through this process, we revitalize our company image and reposition our organization to align with who we are today and who we strive to be in the future. Our voice is not one, but many; a collective voice of all Tribal Nations in Texas, Oklahoma and Kansas. Today marks the genesis and the foundation for our new creative vision."

The new name provides ease of use for identification and clearer representation of the tribal regions that the Southern Plains Tribal Health Board serves.

The new logo innovatively reflects the new name in the design, while the new tagline projects the organization's aspirations and commitment to become a premier Tribal Health Board in the United States. "The brand name and logo are not the brand itself, rather they are the visual cues or symbols that trigger the locus of emotions that our brand promises. Our brand is the spirit and juice of who we are", says Alex Smith, Creative Director.

After 43 years of partnering with tribal nations and stakeholders to improve the health of American Indians, Southern Plains Tribal Health Board remains committed to excellence in tribal public health.

**About Southern Plains Tribal Health Board:** Southern Plains Tribal Health Board is a non-profit organization based in Oklahoma City, Oklahoma. It provides advocacy, education, partnerships and training to improve American Indian health. The organization serves the 43 federally-recognized tribes in Oklahoma, Kansas, and Texas.

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