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Columbia Industries Unveils New Brand Identity: Columbia Ability Alliance

Kennewick, WA, March 13, 2024 – Columbia Industries, a nonprofit organization serving individuals with unique abilities in the Tri-Cities for over six decades, is proud to announce its new brand identity: Columbia Ability Alliance. This strategic brand evolution reflects the organization's unwavering commitment to fostering inclusivity and empowerment, while creating a community where everyone can thrive.

"All elements of our rebrand place our clients first and we included their voices in the process," stated Michael Novakovich, President and CEO of Columbia Ability Alliance. "It also included the voices of our community as we had over 600 community members respond to our branding survey and many more clients, caregivers, key stakeholders, and community members at large participate in focus groups. Our brand is about this amazing community we serve and the unique ability of clients we partner with daily."

The decision to rebrand to Columbia Ability Alliance arose from insights gained during the organization's strategic planning process in 2023. The agency partnered with Focal Point Marketing and Sonar Insights to complete market research, which revealed a disparity between the existing Columbia Industries brand and its mission, prompting a thorough exploration of a new brand direction.

"Through extensive collaboration with key stakeholders, including board members, employer partners, and clients, we embarked on a journey to redefine our brand identity," said Novakovich. "After thoughtful deliberation and feedback from focus groups, we are thrilled to unveil Columbia Ability Alliance—a symbol of transformation, innovation, and empowerment."

The new brand identity embodies Columbia Ability Alliance's dedication to building a better world for all. The nonprofit agency addresses a myriad of challenges faced by the community, including specialized job training, employment services, vocational food service training, social engagement opportunities, life skills development, and access to foundational support services. Together, as a community of change-makers, Columbia Ability Alliance is committed to empowering individuals and enriching the community.

"Much like our new brand, our mission recognizes our clients' unique abilities," stated Novakovich. "Our mission also speaks to the support we provide to empower our clients and help them achieve personal success. This happens through partnerships with our clients, area businesses, and community members. It is this alliance that fosters success for the people we serve."

Columbia Ability Alliance's reach extends to a diverse group of individuals facing various life barriers, including those with developmental or physical disabilities, individuals experiencing housing instability, men and women reentering society after incarceration, veterans, those battling addiction, and women escaping domestic violence situations.

"Our clients have so much to offer our great community, and here at Columbia Ability Alliance we are honored and privileged to play a part in empowering them on their journey to achieve success and reach their full potential," added Kyle Mattox, Chief Operating Officer.

For more information about Columbia Ability Alliance and its programs, visit columbiaabilityalliance.com.

About Columbia Ability Alliance: *Columbia Ability Alliance is a nonprofit organization dedicated to empowering individuals with unique abilities and life barriers. Based in the Tri-Cities, Columbia Ability Alliance offers specialized job training, employment services, vocational food service training, social engagement opportunities, life skills development, and access to foundational support services. With a vision of building an accessible and equitable community, Columbia Ability Alliance is committed to fostering diversity and inclusion for all. To learn more visit ColumbiaAbilityAlliance.com.*