



## FOR IMMEDIATE RELEASE

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### **New Brand Identity Unveiled for Former NBA Player Chris Herren's Organizations**

PORTSMOUTH, R.I., January 15, 2019 – Herren Talks (formerly Hoop Dreams with Chris Herren), Herren Project and Herren Wellness have launched a new brand identity, including refreshed names, logos and websites. These changes come at a time of growth for the organizations, which are founded by former NBA player Chris Herren.

Herren, a Fall River, Mass. native, has been committed to helping others since starting his recovery journey in 2008. Since 2009, he has shared his story through live talks with schools, professional sports organizations, corporations and communities nationwide, reaching over one million people. His journey to recovery was captured through the Emmy-nominated ESPN Films documentary, "Unguarded," and his bestselling memoir, "Basketball Junkie." In 2011 he founded a nonprofit organization, the Herren Project, to raise awareness of the disease of addiction. In 2018 Herren opened Herren Wellness at Jacob Hill, a residential health and wellness facility.

"The impact our team has been able to make in the lives of people through each of these organizations has been inspiring," said Herren. "Through the rebranding and restructuring process, it is our hope to provide expanded access and reach to prevention education and programs dedicated to guiding individuals and families impacted by the disease of addiction."

A new naming convention underscores each entity's role, while maintaining their partnership and connection to Herren's journey. The organizations include Herren Talks ([herrentalks.com](http://herrentalks.com)), a platform through which Chris shares his story; Herren Project ([herrenproject.org](http://herrenproject.org)), a nonprofit organization that supports schools and communities while also guiding families through recovery; and Herren Wellness ([herrenwellness.com](http://herrenwellness.com)), a residential health and wellness program.

**Herren Wellness**  
[herrenwellness.com](http://herrenwellness.com)  
844.443.7736

**Herren Talks**  
[herrentalks.com](http://herrentalks.com)  
401.243.8575

**Herren Project**  
[herrenproject.org](http://herrenproject.org)  
401.243.8590



The organizations have also simplified and unified their visual identity and URLs. The new family of logos uses bold colors and typography to celebrate Herren's athletic roots while representing the individual support offered by each organization.

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### **About The Herren Organizations**

Chris Herren has established a family of organizations that support those affected by the disease of addiction, provide resources to aid in recovery and prevention and inspire people to lead healthy, substance-free lives. Herren was a basketball star from Fall River, Mass. who went on to play in the NBA before losing it all to the disease of addiction. Chris has been sober since 2008 and is now sharing his journey with the goal of empowering others. The Herren organizations consist of Herren Talks, a platform through which Chris shares his story; Herren Project, a nonprofit organization that supports schools and communities while also guiding families through recovery; and Herren Wellness, a residential health and wellness program. Learn more at [ChrisHerren.com](http://ChrisHerren.com).

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**Herren Wellness**  
[herrenwellness.com](http://herrenwellness.com)  
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**Herren Talks**  
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401.243.8575

**Herren Project**  
[herrenproject.org](http://herrenproject.org)  
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