

For Immediate Release

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Bcenter Rebrands with New Website and Design

Changes for Orlando-based stroke nonprofit reflect demand for resources, hope and direction

Orlando, Fla. (April 30, 2015) — The Bcenter, an Orlando-based nonprofit with a mission to empower, educate and light the path of recovery for stroke survivors and families, has undergone an organizational rebrand to reveal a new logo, tagline and website, to benefit the 15 million people who suffer a stroke annually and to reduce stroke incidence worldwide.

“Our new look and online hub offer clarity to stroke survivors and caregivers,” said stroke survivor Valerie Greene, Founder & CEO of Bcenter. Specifically, the new tagline of ‘Beyond Stroke...’ illustrates that victims of stroke, the leading cause of long-term disability in the United States and worldwide, can not only survive but thrive.

“Often times, after initial emergency interventions and temporary in-hospital rehabilitation used to treat stroke, survivors and their families are confused as to what comes next,” Greene explained. “The Bcenter is there to guide those on a quest to get ‘Beyond Stroke.’” The Bcenter uniquely helps stroke survivors surpass limitations, imposed by themselves or others, through a multifaceted approach of resources, hope and direction.

Bcenter has simultaneously launched its new website (Bcenter.org) with enhanced features that streamline access to prevention and recovery tools. Users can easily navigate (with multiple language translation options) through three main portals:

- **B-well**, a catalog of twenty-four conventional and holistic therapy options that have been proven to aid stroke recovery, such as hyperbaric oxygen, neurofeedback, reflexology, stem cell, and more. Survivors can also receive compassionate, personalized guidance under the direction of a “stroke coach” to develop a comprehensive approach to one’s recovery.
- **B-empowered**, a hub of motivational resources including educational videos, personal testimonies, and inspirational books and films. Merchandise will also be available with proceeds to benefit stroke initiatives.
- **B-connected**, engagement channels to events and forums; plus a provider directory, live chat line, and more.

According to Greene, the decision to undergo a rebrand was, in part, a concentrated effort to embrace input from Bcenter users. “The Bcenter is a community endeavor and, together, we make a ‘Hive of Hope,’” she says, adding acknowledgment that Carol Dickson, a Bcenter survivor, developed the new tagline and that volunteers participated in feedback sessions on various aspects of the organization’s rebrand.

Downloadable resources, including a complete [Stroke Educational Toolkit](#), are also available for businesses, churches, community groups and individuals that are interested in sharing preventative and restorative information, such as through lunch-and-learn functions, health fairs, etc.

The Bcenter launched its redesign to coincide with [National Stroke Awareness Month](#). Some of Bcenter’s efforts, in celebration of this annual health observance, include an educational public service campaign (produced by Verocity Creative; airing on WFTV Ch. 9 and Action 27) and a special [Hive of Hope meeting](#), Bcenter’s monthly stroke support group, to feature Dr. William Hammesfahr, a neurologist with 30 years of experience in treating stroke, balance, neuropathy, memory loss and other brain injuries.

Every 2 seconds, someone in the world suffers a stroke. However, there is life after stroke. For more information, visit Bcenter.org.

About Bcenter: Bcenter, a division of its parent company Global Stroke Resource Inc., is a 501(c)(3) nonprofit organization with a mission to empower, educate and light the path to recovery for stroke survivors and families. Bcenter is dedicated to providing treatment resources, hope and direction. Founder Valerie Greene personally overcame grim odds in the aftermath of two debilitating strokes that nearly took her life at just 31 years old. Acknowledging that her miraculous survival and recovery could impact others afflicted by stroke or any disability, Greene crusaded for years to support healthcare advocacy, programs and education, and now serves as a stroke coach. Visit Bcenter.org or call (888) 942-Bwell (9355).

Access Bcenter’s media kit, images and logo: <http://bit.ly/110Hb7M>. **Access Bcenter’s resources & facts:** <http://bit.ly/1FzX0R3>