

Embargoed until 15<sup>th</sup> June 2010



## Change of name for national charity as NACC becomes Crohn's and Colitis UK

**15<sup>th</sup> June 2010, St Albans, Herts, UK.** The National Association for Colitis and Crohn's Disease, known affectionately to the 31,000 members as NACC, is to introduce a change of name and logo. Having put the new name and logo to the membership at the AGM in Newcastle on 22<sup>nd</sup> May, the charity becomes **Crohn's and Colitis UK** on 15<sup>th</sup> June 2010.

For some years, there has been concern that the name of the charity does not promote awareness-raising or publicity. Because of the length, the charity's name was frequently abbreviated to NACC, which did not inform the public or new members and supporters that the charity offers support to the estimated quarter of a million people across the UK who have Ulcerative Colitis or Crohn's Disease (known, together, as Inflammatory Bowel Disease or IBD).

Without changing the formal name of the Association, the Charity Commission will allow the charity to use a working name to address these issues. The new working name of **Crohn's and Colitis UK**, coupled with the word NACC as an integrated logo, will provide continuity whilst ensuring a clearer message to the public.

Marketing advice has been to use the word "Crohn's" first in the new title, as new research has shown that this condition is better known amongst the public, although neither Crohn's or Colitis, or the umbrella term IBD, achieve the sort of public recognition of other less prevalent chronic conditions such as Parkinson's or Multiple Sclerosis.

The charity has also chosen to drop the word "disease" – which can have negative connotations from a marketing/brand perspective. The abbreviation "UK" is being used to make it clear that the charity's work covers the whole of the UK. This is in preference to the term 'national' which now has other connotations in Scotland and Wales.

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Within the charity, the terms “NACC” and “the Association” will continue to be used by its longstanding membership as a shorthand in conversation and in the banner of some literature such as the popular quarterly newsletter, NACC News – but it is hoped that eventually all publicity and information materials will bear the new colours, logo and working name.

Online name adaptations will be made over time, on a modest budget, to include the online and offline media maintained by the charity’s 70 community groups around the UK – and the website will be redeveloped when funding is identified. The new web address will become [www.crohnsandcolitis.org.uk](http://www.crohnsandcolitis.org.uk)

Last year, the charity provided information and support to thousands of families and made grants of £500,000 towards research. Crohn’s and Colitis UK operates on less than 16p in the £1 for governance and administration costs. The development of the new brand has been undertaken in house and existing publications and materials will be used and not discarded.

Crohn’s and Colitis UK Chief Executive, Richard Driscoll, who has been the steady hand at the helm of NACC for seventeen years, and was recently voted as Hertfordshire’s Businessperson of the Year, explains, “We are excited by the prospect of taking the charity forward in our 31<sup>st</sup> year with a fresh look to the working name and brand.

Our values, vision and priorities have not changed – but the change of name gives us the chance to maintain and develop the prestige and affection achieved by our current brand. We promise to continue the service quality that is our hallmark, taking our membership with us on the journey, but also attracting new members and generating greater awareness along the way.” **ENDS**

### **Editor’s Notes**

We would be most grateful for a close observation of the 15<sup>th</sup> June embargo. Spokespeople from Crohn’s and Colitis UK will be pleased to be interviewed and a copy of the new logo is attached.

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For further information on this release or background information on Crohn's and Colitis, please contact Emily Dean at the Crohn's and Colitis UK Press Office on 01252 790507.

**Crohn's and Colitis UK – Improving life for people affected by inflammatory bowel diseases**