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### **Partners for Women and Justice Announces Rebranding, Changes Name to Partners**

Bloomfield, New Jersey (June 23, 2021) - Partners for Women and Justice, a Bloomfield based non-profit, unveiled a new name, logo, brand images, and website as part of an extensive rebranding initiative. The name change and rebranding positions Partners to better serve the community and propel the organization forward. The new brand reflects how Partners helps transform the lives of domestic violence and sexual assault victims and survivors. It is also more inclusive, bringing together Partners' clients, staff, and pro bono attorneys. The brand gets to the core of what Partners does – transforming lives through justice and allowing their clients to emerge stronger, braver, safer, and empowered.

Founded in 2002, Partners for Women and Justice started with a small staff focused on providing legal representation to domestic violence victims in Essex County. Today, Partners has grown with a staff of 17 serving clients in Essex, Hudson, Middlesex, Passaic, and Union Counties. In addition to providing legal services to low-income survivors of domestic violence, Partners increased its efforts to represent sexual assault victims and survivors as well as all survivors regardless of gender identity or sexual orientation. Partners also expanded its focus to impact public policy and court procedures.

“Rebranding to Partners is a better reflection of who we are and what we do. Our doors are always open to all types of different people and we are excited that our brand now reflects our reality,” says Executive Director, Julie A. Murphy. “Our new name and branding will allow us to connect with a wider audience, putting us in a better position to serve our community.”

Partners is a 501(c)(3) organization. Since its founding in 2002, Partners has helped thousands of victims and their children secure orders of protection, child support awards, and safe visitation and custody arrangements. Partners' programs provide technical and procedural advice, counsel and legal advice, pro bono legal representation, and referrals. Partners strives to empower victims to assert control over their own lives and take steps to protect themselves and their children. For more information about Partners, visit [www.partnersnj.org](http://www.partnersnj.org).