



FOR IMMEDIATE RELEASE

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Gesell Institute Celebrates 62 Years of Child Development with New Logo

New Haven, CT (April 1, 2012) – Gesell Institute, to celebrate 62 years of promoting the principles of child development as the basis for all decision making for young children, has announced today that it will launch and promote a new logo. The logo still incorporates the iconic abstract child with outstretched arms, but it is now part of a four block set.

“The person depicted on the previous logo was somewhat abstract. When we were referred to as Gesell Institute of Human Development (1982-2011), having an undefined aged was appropriate because we helped people across a spectrum of ages,” said Dr. Marcy Guddemi, Gesell Institute’s Executive Director. “With our recent rebranding efforts, and the reclaiming of our original name, Gesell Institute of Child Development, we tailored our mission and vision to now specifically focus only on children ages birth- 9. I intended our new logo to communicate this effect to educators, parents, and policy makers.”

Early childhood development is a critical part of the foundations for future learning, which could lead to a lifetime of exploration and discovery. The blocks in the logo represent the *building blocks* of this foundation. At the same time, the blocks represent *Cubes*, which is one of the most popular developmental tasks in the Gesell Developmental Observation-Revised (GDO-R) assessment tool. Also in the new logo are different shapes, which could be interpreted as a representation of *Copy Forms*, another task in the GDO-R.

Gesell Institute’s new logo indicates the organization’s continued growth, and recently updated child assessment materials. In New Haven, CT, Gesell Institute has become a local community leader in the consultation of Kindergarten readiness. In California, it has been looked favorably upon for its assistance with the newly mandated Transitional Kindergarten program. And next month, the U.S. Department of Education invited Gesell Institute to come to Washington, D.C. help design training for the Race to the Top, Promise Neighborhoods, and I-3 grantees.

About Gesell Institute

Gesell Institute of Child Development is an independent non-profit organization associated with how children grow and learn since 1950. The work of Arnold Gesell, PhD, MD (1888-1961), founding Director of the Yale Child Study Center in 1911 and the Institute’s namesake, has had a profound influence on the field of child development. Based on Dr. Gesell’s pioneering work documenting infant and child growth and development, Gesell Institute’s programs and publications help parents and educators understand the ages and stages of childhood. Professional development and parent workshops cover a broad range of topics regarding child behavior, healthy growth and development, and positive learning outcomes. For additional information and resources, visit www.gesellinstitute.org.

You can find Gesell Institute on Facebook, Twitter, LinkedIn and YouTube.

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