



FOR IMMEDIATE RELEASE

Novick Cardiac Alliance Unveils Rebranding with a New Name and Look

MEMPHIS, TN – In spring 2024, the Novick Cardiac Alliance, a leading organization dedicated to educating the next generation of future clinicians, advancing children’s cardiac healthcare; and fostering collaborative solutions, proudly announces the completion of its rebranding initiative. This strategic transformation includes a new name, logo, and visual identity that better reflects the organization’s mission and commitment to excellence in pediatric cardiovascular care globally.

Formerly known as Novick Cardiac Alliance, the rebranding marks a significant milestone in Global Cardiac Alliance’s journey, reinforcing its dedication to innovation, inclusivity, and cutting - edge cardiac solutions for children and families in need around the world.

New Name, Same Commitment: Introducing Global Cardiac Alliance

The Novick Cardiac Alliance is excited to introduce its new name, Global Cardiac Alliance, which signifies the organization’s evolution and expanded worldwide focus. The name change reflects a broader vision that encompasses all aspects of cardiac care, from research and education to international patient and parent advocacy and support.

“The name, Global Cardiac Alliance, reflects our work in different areas of the world; and our team is composed of individuals from multiple countries around the world. Truly, the Alliance is global in its scope and global in its composition.”

– Dr. William M. Novick, M.D.

Fresh Visual Identity: A Modern Emblem for a Modern Mission

Accompanying the name change is a fresh visual identity that captures the spirit of modernization. The new logo features our heart icon, representing heart health bounded by a circle representing our global reach and inclusivity; as well as the circle standing for our global impact and the unifying nature of our work – children and families, donors, volunteers, local healthcare professionals all working towards a single goal. The logotype (GLOBAL Cardiac Alliance) uses a rounded font in reference to our focus on children’s heart health. The colors of the logo are red for urgency and orange for optimism. The gap in the heart signifies the vulnerability of children with heart disease – and the gap that we fill with our staff and supporters. The loop is a gesture towards surgery and repair.

Enhanced Website and Communication Channels

In conjunction with the rebranding, Global Cardiac Alliance has revamped its digital presence, including a redesigned website that offers an improved user and donor experience. Visitors can explore the organization’s updated landing pages, educational initiatives, and resources.



Additionally, Global Cardiac Alliance will leverage its social media platforms to engage with the community, share educational content, and provide updates on the latest developments in the field and internally.

About Global Cardiac Alliance

Founded in 2014, the Global Cardiac Alliance (GCA) has been a driving force in advancing children's cardiac care through research, education, and collaboration. With over 2,800 surgeries completed and more than 20 countries served, GCA brings together a diverse network of healthcare professionals, researchers, and advocates to address the challenges of youth cardiac disease and improve patient outcomes.

For more information about Global Cardiac Alliance and its initiatives or to give, visit cardiac-alliance.org.

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