



Contact Beth Russell
Cell (614)562-1086
Email beth@allaboardohio.org
Website allaboardohio.org

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ALLABOARD OHIO ANNOUNCES REBRANDING, NEW WEBSITE

The organization is ushering in a new era in passenger rail and public transit advocacy with an updated look.

Columbus, OH – All Aboard Ohio announced today the rebrand of the organization, which includes the launch of a new website and the addition of a new mission statement.

The new logo, which features the silhouette of a high-speed rail, symbolizes that the organization is looking to the future when it advocates for public transit options within the state of Ohio. Also added to the new logo is a tagline with a nod to the integral part the state plays in transportation within the Midwest. The color pallet remains true to All Aboard Ohio's original red, white, and blue, with a modern touch. These colors represent the Ohio state flag and are important to the brand, which echoes the company's new mission statement that can be found in its entirety [here](#).

In addition to the new branding, All Aboard Ohio has completed a soft launch to unveil its new website. When it is completed, the website will include current news, important information on public transit initiatives, a members-only section, and links to help citizens reach out to their representatives.

"Because it's critical for Ohio's leadership, especially in the General Assembly, to support Amtrak's service expansion plans for Ohio, All Aboard Ohio's new logo and web page reflects that it's time for new thinking about our state's transportation policy", says AAO Board Chair Theresa Allen.

"All Aboard Ohio stands "for a connected Midwest" and enabling the option of passenger rail to move both our people and the economy is vital to our future."

A high-resolution logo is available for media use by contacting Beth Russell at the email or phone number listed above.



All Aboard Ohio is a 501-C3 non-profit, member-based organization dedicated to promoting more and better intercity passenger rail service and public transit throughout the state. All Aboard Ohio supports the innovation and development of a balanced transportation system that provides viable mobility choices to all Ohioans.

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If you would like more information about this topic, please contact Stu Nicholson at (614-439-8546 or footestu@gmail.com).