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NH LAKES has a Fresh New Look

Join the New Hampshire Lakes Association in celebrating where they've been and where they're going in the next 25 years!

Concord, N.H., June 7, 2018: The New Hampshire Lakes Association has been helping to protect New Hampshire's lakes since its founding in 1992. The organization has grown and evolved over the last 26 years and they felt it was time for a new look for the next 25 years. They are thrilled to unveil their refreshed brand. The New Hampshire Lakes Association will now be known as NH LAKES. Along with the new brand and logo, the organization looks forward to providing new and enhanced programs and more services and local support with the help of their growing staff. During the next 25 years, NH LAKES will do more to address the current and emerging threats to our lakes.

The organization's core values will stay the same: the mission is to keep New Hampshire's lakes clean and healthy, now and in the future. They will continue to work with partners and legislators to promote clean water policies and responsible use and inspire the public to care for our lakes. They're different from a local lake association because they work for clean lakes across the state. They will maintain their work with local groups that know the needs of their lake and community.

NH LAKES unveiled their new look at their annual conference, known as Lake Congress, in early June. "We were humbled by the warm response and inspired to keep working as the voice for New Hampshire's 1,000 lakes and ponds," said Tom O'Brien, NH LAKES President. "The summer months are always busy ones as we get out and meet with all of our supporters where it matters most—at our lakes—but this year will be particularly busy as we will also be working to launch our new brand, which will include a new website."

Andrea LaMoreaux, NH LAKES Vice President, unveiled their new brand to the public on Facebook Live this Thursday. You can see the unveiling for yourself and stay up to date on the progress of NH LAKES by visiting their Facebook page—just look for "NH LAKES."

NH LAKES is the only statewide, member-supported nonprofit organization working to inspire the responsible care and use of all New Hampshire's lakes to keep them healthy for the benefit of current and future generations. For more information, visit www.nhlakes.org, email info@nhlakes.org, or call 603.226.0299.

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Photo 1: New Logo