



CONTACT INFORMATION:

Paige Burgess
Hope Horizon East Palo Alto
(formerly Bayshore Christian Ministries)
415-531-0060 cell
www.HopeHorizonEPA.org
Paige@HopeHorizonEPA.org

FOR IMMEDIATE RELEASE

**HOPE ON THE HORIZON IN EAST PALO ALTO:
'BAYSHORE CHRISTIAN MINISTRIES' IS NOW 'HOPE HORIZON EAST PALO ALTO'**

*To More Accurately Reflect its Vision of Hope to the Community It Serves,
38-Year-Old Non-Profit Embraces New Name & Logo while Retaining Mission & Programs*

EAST PALO ALTO, Calif., March 1, 2022 — Bayshore Christian Ministries (BCM), a non-profit anchor in East Palo Alto and the Belle Haven neighborhood of Menlo Park for 38 years, today announced it has changed its name to Hope Horizon East Palo Alto (EPA). The new name brings clarity to the non-profit's unchanged mission, vision and values, and is more accessible and illustrative to its community of students, families, donors, volunteers and partners. Hope Horizon EPA's mission remains the same as it has for nearly 40 years: to equip East Palo Alto and Belle Haven youth to grow spiritually, gain life skills and develop as leaders so that they have hope and a future.

"We entered into a prayerful season nearly a year ago about clarifying our visual identity to best execute our core mission. We spent time learning and listening to the needs of the organization, both internally and with the community," said Tiffany Hong, Executive Director at Hope Horizon EPA. "We began to dream and focus on creating a brand identity that would better help our organization build on and live out our mission with excellence and relevance."

-- More --

'Bayshore Christian Ministries' is Now 'Hope Horizon East Palo Alto'

Page | 2 of 4

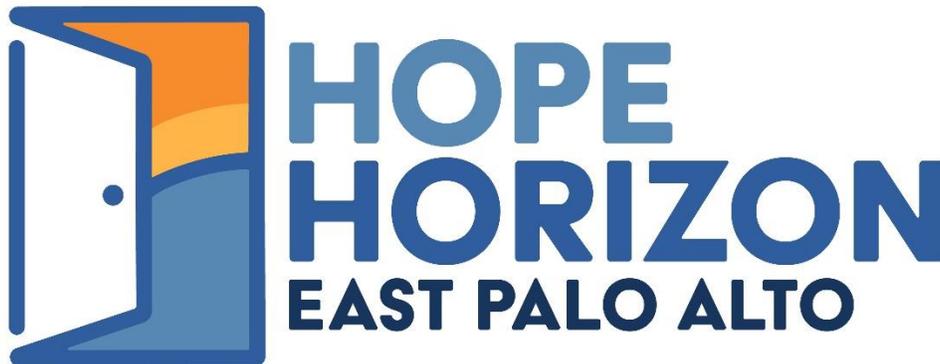
“Branding is a short-hand way to tell an organization’s story,” Hong continues. “From our mission and values to our colors and logo to the brand promises and vision casting, our branding aims to succinctly speak to our legacy of deep commitment to our community and our youth — both right now and for eternity. The new name and logo will help us to leverage our story and our commission to reach more students and inspire and invite more partners to join us in this impactful Kingdom work.”

Video Highlights Name Change

Hope Horizon EPA has created a short video to highlight its new identity and the positive early response from some in the community it serves. Please visit their website at www.HopeHorizonEPA.org to enjoy a visual storytelling of this important change.

Hope Horizon East Palo Alto Logo

Hope Horizon EPA is also pleased to unveil its new logo:



“As our brand tells the story of our organization, so our logo sums up what we do,” said Amy Joh, Director of Partner Engagement at Hope Horizon EPA, where she has worked since 2000. “We help students open doors to their rising futures, to the hope of Christ and to the hope of something beyond the set of circumstances they may be in right now.”

“It’s up to our students to walk through those doors, but the role we play, in partnership with the Lord, in helping to open those doors is a sacred responsibility,” explains Dan Bradford, Chairman of Hope Horizon

'Bayshore Christian Ministries' is Now 'Hope Horizon East Palo Alto'

Page | 3 of 4

EPA's Board of Directors. "The horizon with a sunrise speaks to the hope present today and the hope that is always on the horizon, a new possibility ahead, a future unseen and unknown."

Programs Continue

Hope Horizon EPA's staffing and programs will remain unchanged. With a belief in the wholistic growth of a student, their programs cultivate hope and a stronger future for all the students they serve. Hope Horizon EPA operates academic, faith-based and leadership development programs.

Hope Horizon EPA's faith-based programs include:

- Hope Horizon Elementary -- weekly Bible clubs, one-on-one huddles and summer Vacation Bible School (VBS)-style camps
- Hope Horizon Middle School -- spiritual formation program for middle school students
- Hope Horizon High School -- spiritual formation and leadership program for high school students

Our academic and enrichment programs include:

- Hope Horizon Elementary -- After-school enrichment program serving 1st-5th grade students
- Hope Horizon Robotics – 3 levels of robotics programs for elementary through high school: SumoBots, First Lego League (FLL) and First Robotics Competition (FRC)
- Hope Horizon Middle School – After-school enrichment program serving 6th-8th grade students where STEAM education is supplemented in fun and interactive ways
- Hope Horizon Camp – Summer academic and STEAM camps for elementary and middle school students

Hope Horizon EPA's leadership opportunities are offered both within the middle and high school groups, as summer and school year internships and through part-time jobs. Whenever possible, scholarships are offered to Hope Horizon EPA students who move on to college. Finally, some of our students return as full-time employees later in life.

About Hope Horizon East Palo Alto

Hope Horizon East Palo Alto (EPA) (formerly Bayshore Christian Ministries) is a 501c3 non-profit organization founded in 1984 and located in East Palo Alto, Calif. Its mission is to equip the youth of East Palo Alto and the Belle Haven neighborhood of Menlo Park to grow spiritually, gain life skills and develop as leaders so they have hope and a future. Hope Horizon EPA offers after-school, evening, and summer programs, using a relational, wholistic and collaborative approach to empower the next generation of community leaders. Our vision is that our alumni are active in their faith, possess hope, purpose and marketable skills and give back to their communities. To learn more, visit www.HopeHorizonEPA.org.

#####