



7 Rivers LGBTQ Connection

FOR IMMEDIATE RELEASE

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LGBTQ Resource Center has a new home and new name

Organization welcomes larger facility, higher profile and community support

The 7 Rivers LGBT Resource Center's much-anticipated move to new quarters at 230 Sixth Street South will better accommodate the increasing number of events hosted by the group as well as its steady membership growth. The facility offers better functionality and will be more welcoming for visitors and members. It adds a dedicated library space, office space and private meeting rooms. The location at Sixth and Cass also gives the organization greater visibility.

This move coincides with both the Resource Center's ten-year anniversary and its rebranding initiative. The organization's growth and change in leadership prompted it to refocus and redefine its role, leading to a new name and logo in addition to a new address.

Now known as The Center, 7 Rivers LGBTQ Connection, the organization continues to refine its mission, expand outreach and take on a greater role in helping people better understand the lives of their LGBTQ friends, family and neighbors. The Center is becoming established as a community resource. "We now see much greater interest in our work from local organizations and businesses, with more requests to speak to groups and present diversity training for local employers," said Jackson Jantzen, executive director of The Center.

Jantzen credits the organization's prior and current leadership and supporters both within and outside his organization for the shift. "This growing awareness has created so many connections to other organizations. That wouldn't have happened without the great allies we have throughout our communities." The organization's new tagline, "Together," underscores that its work is a shared effort.

Jantzen reflects on the progress. "We have made strides in areas like marriage equality. Still, there's work to be done."

The Center's mission includes promoting understanding between the LGBTQ community and the larger community and providing support for LGBTQ people. It serves 11 counties in western Wisconsin, southeastern Minnesota and northeastern Iowa. In partnership with the Winona Women's Resource Center, The Center offers a safe space location in Winona in addition to its center in La Crosse.



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About The Center, 7 Rivers LGBTQ Connection

The Center is a community organization serving 11 counties in western Wisconsin, southeast Minnesota and northeast Iowa through outreach and locations in La Crosse, Wis. and Winona, Minn. The Center is a voice promoting understanding, support and education regarding sexual orientation and gender identity. The organization's mission includes creating connections between the LGBTQ community and the larger community, providing support for LGBTQ people and advocating for equity, dignity and full human rights for all.

More information can be found at www.7riversLGBTQ.org.

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