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April 23rd, 2019

New York's Community-Driven Advertising Network Launches Rebrand and Redesigned Website

New York, New York – F.Y. Eye, Inc., New York's leading nonprofit media agency, unveiled today its bold new logo and website at www.fyeeye.org. The sweeping rebrand and redesigned site features an [interactive map](#) with impression data of F.Y. Eye's signature Digital PSA Network™, a user-friendly [PSA Gallery](#), and enriched [content areas](#) to help its nonprofit and government clients develop and deliver campaigns that inspire positive change.

The new look marries the grit and charm of old New York with the energy, optimism and youthful fervor of today's New York. "Since 2005, F.Y. Eye has focused all of its resources on branding and marketing their nonprofit clients but never prioritized their own brand identity. It's exciting to see F.Y. Eye invest in a fresh new look that will ultimately enable it to expand its reach and deepen its impact." Said Susan Stamler, Executive Director of United Neighborhood Houses and F.Y. Eye Advisory Board member.

The new site also highlights F.Y. Eye's vast network of [clients and partners](#)- New York's nonprofit community that serves the most vulnerable. "We are building the first-ever community-driven advertising network in New York and it was important to us to put our urban identity at the forefront of our new look," said Allison Silverman of F.Y. Eye. "The redesigned website will attract and inspire new partners, clients and impact artists to ensure that those New Yorkers hardest to reach can access vital information about resources available to them."

F.Y. Eye's tagline, "Connecting people in need to the services they deserve," was the foundation for the website rebuild. Visitors can now see foot traffic and common languages spoken at each digital screen location. "With this knowledge in hand, nonprofits can advertise more effectively, ensuring that their message is communicated through local institutions that New Yorkers trust." Added Nina Robbins, Program Director at F.Y. Eye.

Visitors are encouraged to explore the new website, to sign up for F.Y. Eye's [newsletter](#) and to [connect](#) to explore ways to work together.

About F.Y. Eye, Inc.

F.Y. Eye is a 501(c)(3) public charity whose mission is to build public awareness about New York's important social, civic and educational programs by delivering high-quality, low-cost public service announcements throughout NYC and beyond. www.fyeeye.org

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