

-For Immediate Release-

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Rural Learning Center launches website, new brand

In April, Miner County Community Revitalization became the Rural Learning Center. Now, the Rural Learning Center organization is getting a new look.

“We’ve been waiting to make all of the little changes that go along with a name change until we could launch a fresh new look. This summer we’ve adopted a new logo and website that better expresses our new identity” said Randy Parry, President of the Rural Learning Center.

Changes the Miner County community can expect are minimal: the most noticeable being how RLC staff begins their telephone greeting. “We’ll be answering all of our phone lines ‘Rural Learning Center’ instead of ‘Miner County Community Revitalization,’” said Dawn Hamilton, Administrative Coordinator. “We want to make sure people know that yes, they’ve called the right place!”

The change also brings about a new web presence for the organization. The transition from MCCR to the RLC meant that a new website was in order. The new site will describe who the Rural Learning Center is and what they do, not just in Miner County, but throughout South Dakota and the nation. “What has been learned and accomplished by the people of Miner County remains the cornerstone of our story,” said Joe Bartmann, Vice President of Community Outreach and Learning. “We’re just taking it one step further, in hopes of reaching a broader audience and helping more communities.”

The new website is now live, and can be viewed at www.RuralLearningCenter.org.