



FOR IMMEDIATE RELEASE

MenAlive - Orange County Gay Men's Chorus Launches Logo Refresh In Advance of Its 2017-2018 Season

Orange County, CA—In advance of its new 2017-2018 Season which officially launches this month, **MenAlive - Orange County Gay Men's Chorus** is unveiling a refreshed brand identity that will be implemented across all of MenAlive's channels and portals beginning in the next few weeks. A blend of the familiar and the modern, the new logo design is one of the many initiatives in OCGMC's exciting next phase as we continue as a noted, well-respected non-profit arts organization in Southern California.

Since its initial debut in the autumn of 2001, MenAlive has enjoyed being an Orange County arts staple, and our iconic logomark has seen itself emblazoned on countless publications, banners, and marquees throughout the country. Although the logomark has only been altered slightly in its 17-year history, this 2017 refresh marks the most substantial brand redesign since our first season, which involves a new, more contextually-rich color palette, nods to our group's Southern California enclave, and a more modern typography that reflects the group's next phase in its artistic evolution. Our quirky "logo man" icon (comprised of two bass clefs), however, still remains a part of our logo—though, clearly, it has a new spring in its step.



The new logo was designed by talented OC graphic artist John Viet-Triet Hoa Nguyen who also performs in MenAlive. In his assignment to refresh MenAlive's logo, John saw the color orange not only as a direct homage to the county, but also as a symbol of happiness and creative expression, while the color blue can represent expansiveness, imagination, and confidence.

Our brand new logo launch also coincides not only with the start of our 17th Season, but also with the recent announcement of our brand new officers of our Board of Directors, which will be led by newly-elected President & Board Chairman Patrick Reynolds. He'll be joined by Dan Martin who serves as Vice-President, Valerie Ousley who serves as Board Secretary, and Jeffrey Whittiker who serves as Treasurer and Chief Financial Officer. New board members Cesar F. Sangalang Jr. and Keith Strohler will join returning board members Dean McCleskey, Jonathan Jensen, Michael Kreuzer, and Paul Wick.

MenAlive's 17th season—once again under the direction of Artistic Director Bob Gunn—begins with the first rehearsals on September 12 for our next concert SANTA & SON, which comes alive December 1-2, 2017 at the Irvine Barclay Theatre. We return to the Irvine Barclay for our Spring Concert GREETINGS FROM CALIFORNIA, playing March 31, 2018, followed by our season finalé HEROES on July 20-21, 2018.

For press or partner usage of the new OCGMC logo, please email us a request at marketing@ocgmc.org.

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ABOUT MENALIVE

A 501(c)(3) nonprofit, MenAlive's mission is "Through music, men's voices unite as a vehicle to entertain, educate, bring healing, joy, community and build bridges to the public at large." Founded in 2001 by former Artistic Director Rich Cook, MENALIVE has quickly grown into one of Orange County's largest choruses and continues to be an active and respected partner in the Southern California arts scene. Since its first rehearsal in September 2001, MENALIVE has grown from 13 singers to more than 150+ singers, staff, and volunteers.

Now entering its 17th Season, MENALIVE continues to produce full-scale productions that combine song, dance, and theatrics to provide shows of enormous popular appeal for all ages and backgrounds. The Chorus performs a wide range of musical styles including classical, jazz, gospel, traditional, contemporary, showtunes, and popular hits. During its 17-year history, several major and noted guest stars have joined MENALIVE in performance over the years, including Michael Feinstein, Debbie Reynolds, Ruta Lee, Ben Vereen, Sam Harris, Leslie Jordan, David Burnham, Alec Mapa, Nikki Blonsky, Broadway legend Bernadette Peters, and, of course, the one and only Liza Minnelli.

Additional information: ocgmc.org.

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For further press inquiries, additional editorial content, press photos, additional information, or to schedule interviews, please contact us at Marketing@ocgmc.org

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