



FOR IMMEDIATE RELEASE

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## Hudson River Health Care and Brightpoint Health Rebrand as Sun River Health

*Creating better access to high-quality health care for the Hudson Valley, New York City, and Long Island as one rebranded organization.*

**PEEKSKILL, NEW YORK** – Today, Hudson River Health Care (HRHCare) and Brightpoint Health announced their organization’s rebranding under the name **Sun River Health**. The new brand expresses the merger of these two organizations, which occurred in late 2018, as one combined health care organization better positioned to meet the needs of underserved communities across the Hudson Valley, New York City, and Long Island.

Since 1975 and 1990 respectively, Hudson River Health Care and Brightpoint Health have driven dramatic improvements in the health of the individuals and families they serve. Along with their subsidiary organizations Community Health Action of Staten Island and Caribbean Women’s Health Association, these two Federally Qualified Health Center networks united to form one organization, providing comprehensive health care and social support services to over 245,000 patients at 43 health center locations.

“Since the merger, under the guidance of our Board of Directors, several staff groups worked with our brand agency to develop a new identity that would honor our legacies and reflect our purpose,” said **Anne Kauffman Nolon, MPH, CEO of Sun River Health**. “The former brands referred to the sun and to water. Both elements are universally associated with healing, renewal, hope, and power, and we realized a direct connection to our mission as a beacon for excellent, affordable health care.”

“Recent events have made our purpose clearer than ever,” said **Reverend Jeannette J. Phillips, Founding Board Chair and Executive Vice President, Community Development of Sun River Health**.

“The need for high-quality, affordable health care is as real today as it was when we opened our doors in 1975. You could certainly say that we founded the health center because Black Lives Matter. And the pandemic has the greatest impact on communities we serve. We’re here to bring some light and hope in this time. At Sun River Health, we welcome everyone.”

### **About Sun River Health**

Sun River Health is a network of 43 Federally Qualified Health Centers (FQHCs) providing primary, dental, pediatric, OB-GYN, and behavioral health care to over 245,000 patients annually. With a dedicated staff of 2,000 doctors, nurses, and health care professionals, we pride ourselves on delivering high-quality, affordable care to those who need it most. Sun River Health started in 1975 when four African American mothers spearheaded efforts to open our first health center in Peekskill, N.Y. and deliver accessible, high-quality, affordable services to patients in need – no matter their race, religion, income, or insurance status. Today, after 45 years of service, Sun River Health is still delivering on that promise to communities across the Hudson Valley, New York City, and Long Island.

**[sunriver.org](http://sunriver.org)**