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Cape Cod Children's Place Unveils New Brand Identity Reflecting Growth and Community Impact

EASTHAM, MA – May 5, 2026 — Cape Cod Children's Place (CCCP), a trusted leader in early childhood education and family support services, today announced the launch of a new brand identity that reflects the organization's growth, resilience, and deepened commitment to the families it serves across Cape Cod.

The rebrand is the result of a comprehensive strategic planning process that included reflection, community input, and a renewed focus on long-term sustainability. As CCCP's programs and partnerships have expanded, the organization saw an opportunity for its visual identity to more clearly express its mission, values, and the lived experiences of the families it supports.

"Our new brand reflects who we have become and where we are going," said Erin Sullivan, Executive Director of Cape Cod Children's Place. "We listened closely to families, staff, and community partners throughout our planning process, and this identity captures the strength, adaptability, and hope we see every day in the people we serve."

Central to the new visual identity is the octopus, a symbol chosen for its curiosity, intelligence, and remarkable resilience. With many arms reaching in different directions, the octopus represents the wide range of ways CCCP shows up for the community—supporting parents, nurturing children, partnering with educators, and strengthening connections across Cape Cod.

The octopus is also known for its ability to regenerate lost limbs, reflecting the healing, growth, and renewed confidence that families experience through CCCP's programs and partnerships.

“While our look has evolved, our purpose remains the same,” Sullivan added. “We are proud to continue building strong relationships, fostering family strengths, and listening carefully to what our community needs most.”

Community members are invited to explore the new brand and learn more about CCCP’s programs at www.capecodchildrensplace.org.

About Cape Cod Children’s Place

Cape Cod Children’s Place supports families and community partners to build skills, strength, and resilience so children can thrive. Through free family support services and affordable, high-quality early education and care programs, CCCP advocates for Cape Cod’s future by investing in its youngest residents and those who care for them. For more than 30 years, CCCP has worked toward its vision of a community where all children grow up safe, nurtured, and supported to achieve their full potential.