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Girls Inc. of Western Connecticut Rebrands As Park Central

Founding Mission Remains, Programs Expand As Non-Profit Approaches 160-Year Anniversary

WATERBURY, CT, SEPTEMBER 2023 – Founded in 1864 as the Industrial School and proudly recognized as the first Girls Club in the United States, the Waterbury nonprofit organization most recently called Girls Inc. of Western Connecticut is honoring its roots and establishing its new name, Park Central. Remaining steadfast in its mission of empowering girls and women, Park Central is emerging with robust plans to add programming and to expand access that makes the center a primary community resource.

“We are proud of our legacy of serving girls in our community, and our mission is at the heart of all we do,” said Donna Maglio, Executive Director of Park Central. “We will always be an organization promoting the potential of girls and women, and we are embracing the future with enthusiasm, ambition, and excitement. As we expand and enrich our programs, we know that Park Central will continue to serve as a unique place where girls are empowered to live their best lives, where unity and growth continue to thrive.”

The Park Central name draws inspiration from two significant locations: Central Avenue, where the center stood in the past, and Park Place, the organization’s current home. This combination of history and progress underscores a dedication to honoring its founders while embracing the future. The name and upcoming branding comes from strategic conversations with the organization’s Board of Trustees, as well as members, families, and community leaders. Several professional consultants informed the process – including nationally-recognized and local branding agency, WORX, as well as the legal counsel of Waterbury Girls Club Alumna, Attorney Stephanie Cummings, Partner at Carmody Torrance Sandak & Hennessey LLP. Throughout the process, stakeholders were diligent in ensuring that the name aligned with the organization’s long-standing mission and its plans to expand programming.

Park Central will continue its wide range of programs that include academic tutoring, art, empowerment, cooking, dance, sewing/fashion design, music, karate, and STEAM. It also offers adult programs and parent/child programs, with plans to expand in these areas. Beginning in September, Park Central will begin the brand transition, with completion by January 2024 when it will be officially celebrated as the organization's name. This transition will extend to all aspects of communication, including email addresses, program content, and social media platforms. During this time, a new website will be launched at ParkCentralWaterbury.org, replacing the current address, girlsincswct.org.

Nancy Kiely, Waterbury Girls Club Alumna and current Park Central Board Chair, said, "We invite individuals, families, and businesses to join us in partnership." Karen Diebolt, longtime Park Central Mentor and Board Vice Chair, added, "Park Central proudly celebrates its legacy of empowering girls, and we look forward to continuing to build on this legacy into the future together."

About Park Central

Park Central is a dynamic nonprofit organization based in Waterbury, Connecticut, with a legacy spanning nearly 160 years. Established in 1864, as the Industrial School and proudly recognized as the very first Girls Club in the United States, was a founding member of the Girls Clubs of America organization in 1945, and most recently an affiliate of the National Girls Inc. organization. Its mission revolves around empowering both girls and women, while serving as a central hub for community engagement. The organization offers skill-building classes and enrichment programs, workshops, camps, and other activities focused on empowering girls' futures, creating positive change, fostering inclusiveness, and providing resources that transform lives. To learn more about Park Central and its programs, visit ParkCentralWaterbury.org.

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