



FOR IMMEDIATE RELEASE – Friday, September 21, 2018

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## **A Little Bit of Happy, Kid Caretakers, Officially Changes Name to ‘Kids Are Caregivers Too’**

McLean, VA., September 21, 2018 – The Advocacy Website – ‘A Little Bit of Happy,’ a national outreach opinion, personal campaign, and advocacy website run by the Poole family to raise awareness and facilitate solutions to benefit over 1.4 million caregiving youth in the United States, announced this week that they have officially added ‘Kids Are Caregivers Too’ to the names under which they message. Beginning last week, they officially changed their social media presence on LinkedIn, Twitter, and Instagram to ‘Kids Are Caregivers Too.’ The Facebook name change is coming soon. The advocacy platform will also retain the following URLs that all resolve to the same website originally launched in 2016:

[www.alittlebitofhappy.org](http://www.alittlebitofhappy.org)

[www.kidcaretakers.com](http://www.kidcaretakers.com)

[www.kidsarecaregiverstoo.com](http://www.kidsarecaregiverstoo.com)

A Little Bit of Happy / Kid Caretakers has recently undertaken an extensive rebranding effort on social media and is now marketing under one name – “Kids Are Caregivers Too” moving forward. “Our outreach efforts will benefit from this singular focus,” said Sara Poole, Founder. “A Little Bit of Happy was not descriptive enough of our intended efforts. Previously evolving the brand to Kid Caretakers, was an initiative to move in a more literal naming direction. However, although the intent of the name was kids who caretake for others, many noted that kid caretakers was more widely recognized, and resonates as “people who caretake for children.” As a result, the search was on for the most descriptive name possible, and we have now officially settled on ‘Kids Are Caregivers Too,’ as a tagline to A Little Bit of Happy logo, while also intending to use Kids Are Caregivers Too as a standalone brand. We are thrilled with the new name; it has a quality that people can immediately identify with exactly what our organization is about.”

A new logo and marketing message are currently in place - “A Little Bit of Happy – Kids Are Caregivers Too”— which is now part of their identity on the web, and also social media efforts. “This name change better reflects our platform focus and will help the future direction of the family’s grassroots activities as they expand and evolve,” Poole added.

### **About A Little Bit of Happy – Kids Are Caregivers Too**

There Are More Than 1.4 Million Kids in the United States Who Live with and Help Provide Daily Care for Household Members with a Chronic or Terminal Medical Condition. Nobody understands a caregiver like caregivers. A Little Bit of Happy / Kid Caretakers / Kids Are Caregivers Too are all associated with a family opinion and advocacy website that serves as a resource for understanding of the scope of the caregiving youth problem and to help motivate people, and facilitate educational, government and healthcare organizations to identify/create opportunities to help solve it. Copyright © 2016, 2017, 2018 [kidsarecaregiverstoo.com](http://kidsarecaregiverstoo.com) [alittlebitofhappy.org](http://alittlebitofhappy.org) and [kidcaretakers.com](http://kidcaretakers.com)) | All Rights Reserved.

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