

# LeRoy Haynes Center Partners With Rancho Cucamonga Marketing Firm



**PR Newswire**  
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LA VERNE, Calif., Aug. 13, 2013 /PRNewswire via COMTEX/ -- Until 1994, the LeRoy Haynes Center of La Verne was known as the LeRoy Boys' Home. It was thought to be a place to send troubled children. This misconception has left the public unaware of the many programs the center has to offer. Changing the name is only the beginning.

To help tell the story of the LeRoy Haynes Center and all that it has accomplished, a new partnership has been formed with Ignite Design and Advertising, Inc. Ignite will help bring awareness of all the facilities and opportunities that are available at the Center and in doing so, it is hoped that more children and their families will be able to participate in Haynes Center programs.

Ignite leaves nothing to chance in marketing its clients. In-depth research, comprehensive creative development, and strategic execution are essential. Ignite digs deep into a brand, uncovering its essence, strengths, and weaknesses, as well as the target audience's needs, wants, and desires, creating a solution that unites the brand with the public.

"Ignite starts with the company's end-goal in mind. Working backward, we create the stepping stones that will connect the audience and our client. LeRoy Haynes Center is an amazing non-profit that has done wonders for the community and we plan to give the Center the best of what Ignite minds have to offer," said Chris Wheeler, president of Ignite Design and Advertising.

The current mission of the LeRoy Haynes Center is to strengthen the mind and spirit of special needs children who have been exposed to emotional challenges, abuse, neglect, or developmental disabilities. LeRoy Haynes Center provides special programs in a nurturing, caring and therapeutic environment to help these children in every way possible.

"We are really excited about this new partnership with Ignite. We believe Ignite will help us share our true initiative and help strengthen the community awareness of all that the LeRoy Haynes Center has to offer," said Daniel Maydeck, president and CEO of the LeRoy Haynes Center.

The Center began in 1946, more than 60 years ago. Mr. Haynes was working as a chaplain at the Fred Nellis Youth Authority in Whittier, California, when he came to the realization that there could be a more effective way to help troubled boys. Haynes and his wife, Jeanne, used their life savings to purchase the Reynolds Estate in La Verne, California, in order to provide ten boys the intervention they needed in a homelike setting, giving them the opportunity to become productive adults.

The LeRoy Haynes Center now encompasses 18 buildings, including six residential cottages and a state certified K-12 non-public school. Each year the Center serves 450 boys and girls of all ages and their families.

About LeRoy Haynes Center Since its founding, LeRoy Haynes Center has grown from a small operation serving just a handful of children into one of the largest and most comprehensive non-profit organizations of its kind. The Center is dedicated to helping children with special needs relating to emotional development, autism, Asperger's Syndrome, learning disabilities, abuse, neglect, and abandonment. Located in La Verne, California, the personnel at LeRoy Haynes Center have made it their mission to help strengthen the mind and spirit of all children in need. For more information about the LeRoy Haynes Center, visit [www.leroyhaynes.org](http://www.leroyhaynes.org).

About Ignite Design and Advertising Ignite Design and Advertising is a national full-service advertising agency located in Rancho Cucamonga, California. Ignite provides a solution-driven approach to each client's unique needs, delivering a vast range of services from branding, marketing, and advertising to communications, web, digital, and multimedia services. Ignite Design and Advertising works with clients in the entertainment, sports, manufacturing, non-profit, and healthcare industries. Established in 2006, Ignite continues to grow, thanks to its clients. To learn more, visit [www.clickandcombust.com](http://www.clickandcombust.com).

SOURCE LeRoy Haynes Center