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## **Crabtree + Company Renamed Evergreen & Co, Reflecting Transition and Growing Suite of Services**

**FALLS CHURCH, Va. (April 1, 2019)** — [Crabtree + Company](#) (C+C), a Washington, DC-area marketing communications firm, announced that effective April 1, it will become Evergreen & Co. This name change also reflects the expanded role of marketing director Lori Green Kaye as the company's new principal. While being renamed and rebranded it retains its focus on providing outstanding full-service marketing communications strategy and services.

"Lucinda Crabtree built this company to be a strong, respected brand and provider of excellent marketing communications services. I'm honored to have learned from her and now have the opportunity to become the steward for the next generation of this great firm," explained Lori Green Kaye, principal of Evergreen & Co. "Like Crabtree, our commitment to our customers and partners remains our highest priority."

Headquartered in Falls Church, Crabtree + Company was founded 35 years ago by Lucinda Crabtree as a graphic design firm and grew into a full-service marketing communications firm offering a variety of strategic services such as websites, reports, interactive exhibits, branding, public relations, and event management. Although it serves a broad clientele, the company has developed a specialty in supporting STEM and education, women's and children's issues, and entrepreneurs. As Evergreen & Co, the firm will remain committed to delivering and supporting memorable and profitable brands while continuing to evolve to offer an even richer suite of services, including more emphasis on digital and social media, market research, and measurement.

"It's been such a pleasure to start and grow this company, and I'm thrilled that Crabtree's legacy of service, quality and creativity will flourish under Lori and the team," said Crabtree + Company President and Founder Lucinda Crabtree. "I'm also excited to remain part of the team in a consulting role."

Lori Green Kaye is an accomplished and dynamic marketing executive and has directed the marketing for Crabtree as well as the marketing execution for a variety of high-profile Crabtree clients. Prior to Crabtree, Lori worked in various communications roles for several trade and professional associations. She is a member of Women in Technology, a FIRST Robotics judge, and a graduate of George Mason University with a degree in public relations.

As part of the transition and name change, Evergreen is adopting a new logo and launching a new website (Summer 2019) that reflects its vision for the future. The Evergreen team remains the same strong team as under the Crabtree name. All projects and contracts will be serviced with the same attention to detail and quality. Evergreen is certified as a woman-owned firm by WBENC.

### **About Evergreen & Co**

With more than 35 years of experience, Evergreen & Co (formerly Crabtree + Company) is a boutique full-service communications firm providing marketing, strategy, PR and branding. [www.evergreenandco.com](http://www.evergreenandco.com)