

Why the change...

BETHANY LUTHERAN HOMES
A GUNDERSEN HEALTH SYSTEM AFFILIATE

Since 1946, Bethany Lutheran Homes, Inc has evolved into the largest care provider to seniors in western Wisconsin. When we looked in the mirror recently, our brand didn't reflect that. How do we show the community we paved the way for Memory Care? That "Aging in Place" isn't just a slogan on our website but a way of life we encourage.

The idea of a new logo and name sparked over a year ago! We needed a new, modern look. Something the community and our employees would understand to encompass our past and our future. Every detail was planned with great thought from name and font to the colors chosen.

Without further ado, we are excited to present ourselves as Eagle Crest Communities.

The integration of the bluffs and river enriches Eagle Crest's sense of community. The fluid lines of the river and bluffs flow seamlessly into the soaring eagle. This represents the connections between Eagle Crest Communities and the Coulee Region, as well as the smooth transition our residents will experience upon moving to one of our communities.



EAGLE CREST COMMUNITIES™

Caring Since 1946

Our new color palette sets us apart from others in our industry and conveys a sense of subtle sophistication, while the font provides a sense of softness to the overall logo.

The five wings on the eagle represents our core values, Teamwork ~ Respect ~ Integrity ~ Commitment ~ Love
As our surroundings continue to change and evolve, our values are constant.

**Our logo has been copyrighted and trademarked to ensure we will never be mistaken for another corporation*

"We have exciting news! Effective Fall of 2019, we will be making a name change that will link our entire organization together using one distinct name. Our legal corporate name will still be Bethany Lutheran Homes, Inc, but we will be doing business as Eagle Crest Communities. Each of our ten facilities, along with all of our information, will now use Eagle Crest Communities as our name. We want to end the confusion, so everyone knows when they are at an Eagle Crest Community they are in our system with the highest quality and customer service standard."

Todd Wilson, Chief Executive Officer