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AYS launches new rocket ship-inspired logo
New look for out-of-school time programming provider coincides with technology improvements for parents

(Indianapolis, Ind.) – [AYS, Inc. \(AYS\)](#), Central Indiana’s leading provider of out-of-school time programming, today unveiled a new rocket ship-inspired logo.

AYS, an Indianapolis-based non-profit that offers a variety of services through its before- and after-school programs, early childhood classes and school break camps, chose the new logo – and “Kids Go Further At Your School” tagline – to highlight its math, literacy, health and character development curricula that make a difference in children’s educational progress every day.

“Our staff and the professionals who lead our programs do so much to ‘launch’ kids in the right direction and prepare them for success,” said Chrystal Struben, president and CEO of AYS. “We felt that a rocket ship, with all of its hope for the future, coupled with a pencil representing our standards-based curricula, really captured the spirit and nature of our work.”

The new AYS logo and tag line were created by Well Done Marketing, a full-service Indianapolis ad agency.

At the same time that AYS is changing its look, the organization is also simplifying its registration process for parents. Beginning with this school year, parents have been able to sign their children up for AYS programs online through [this link](#).

“We repeatedly hear that our parents are pleased with what our well-trained staff is offering their kids, whether it’s homework assistance, physical activities, anti-bullying education or creative crafts,” Struben added. “So we wanted to help them out by making registration as easy as possible. Parents are our biggest cheerleaders and we appreciate their support.”

AYS’ first program started in Indianapolis in 1980 with fewer than 10 children. Today, the organization serves over 2,000 children during the school year and 500 in the summer. AYS currently has 40 school-age and four early childhood locations in Central Indiana, including eight in Indianapolis Public Schools and multiple sites in Washington Township, Decatur

Township, Speedway and Noblesville. For a complete list of AYS sites, please go to <https://www.ayskids.org/locations/>.

For more information on AYS and its education and enrichment programming, please visit www.ayskids.org.

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Please note: AYS President and CEO Chrystal Struben is available for interviews on topics such as out-of-school time programming and its long-term benefits to both children and the communities in which they live, non-profit management, and summer camps.