



Contact:  
Cassandra West  
[cassandra@oneearthfilmfest.org](mailto:cassandra@oneearthfilmfest.org)  
708.406.9835  
@OneEarthFF

## One Earth Film Festival's parent organization unveils new name

*Rebranding of GCC Midwest Inc. as One Earth Collective  
reflects festival's influence and brings other programs under one umbrella*

### FOR IMMEDIATE RELEASE

Jan. 26, 2021

OAK PARK, IL — GCC Midwest Inc., parent organization of the 10-year-old One Earth Film Festival, is pleased to announce its new name is now **One Earth Collective**. Along with the name change, the organization is introducing a new logo and digital home at [www.oneearthcollective.org](http://www.oneearthcollective.org).

The Oak Park-based 501(c)(3) organization will retain the same board of directors.

"The decision to rebrand reflects the fact that most people in the Chicago area know us by our work through the [One Earth Film Festival](http://www.oneearthfilmfest.org)," says **Carolyn McCormick**, One Earth Collective board member. "We also think the new branding will help us tell a fuller story of our year-round work in a more compelling way to granting bodies, sponsors and others."

One Earth Collective has three program areas: **One Earth Film Festival**, which celebrates its 10th anniversary season in 2021; **One Earth Youth Voices**, which focuses on programs for youth ages 8-25; and **One Earth Local/Green Community Connections**, which focuses on local sustainability programs in Oak Park and River Forest, Illinois.

One Earth Collective's new logo features movie projection imagery and symbolizes the illumination of important environmental issues and actions for change. The circle symbolizes the Earth, community and openness. The logo's sideways "V" motif represents shedding light on and opening eyes to important issues by using one's voice to speak out. Multicolored rays of the "V" motif also speak to One Earth being a highly collaborative and explicitly anti-racist organization.

**Betsy Grimm**, principal of Betsy Grimm Designs, developed the artwork; and **David Loew**, executive creative director at Ogilvy Chicago, collaborated on the new branding concept, which they provided on a pro-bono basis.

GCC Midwest, or Green Community Connections, as the organization is commonly known, was founded by **Dick Alton** and the late **Sally Stovall** in 2010 as a grassroots organization that focuses on sustainability projects in Oak Park and River Forest. One of its first initiatives was a Green Living and Learning Tour highlighting homes with green features such as solar panels and grey water systems. Its website, [www.greencommunityconnections.org](http://www.greencommunityconnections.org), is packed with green living resources and will remain active.

In 2012, GCC put on the first One Earth Film Festival in Oak Park and River Forest. Throughout the years, through strategic partnerships with the City of Chicago, colleges, museums and other important relationships with environmental organizations, the festival expanded throughout the City of Chicago and surrounding four counties, including northwest Indiana. As its reach grew, so has its brand: [www.oneearthfilmfest.org](http://www.oneearthfilmfest.org) is one of the top Google search results for “Chicago environmental film.” That web address, which also houses the national One Earth Young Filmmakers Contest, will also remain a key asset to the organization.

[Three board members joined the One Earth Collective board](#) in late 2020. They are development/marketing professional **Carolyn McCormick**, filmmaker **Annie Speicher** and **Wendy Williams** of University of Chicago. They join the four current board members: attorney **Jodi Wine**; retired businessman, activist and church leader **Willard Williamson**; environmental organizer **James Babcock**; and One Earth Film Festival director **Ana Garcia Doyle**.

One Earth Film Festival is the Midwest’s Premier Environmental Film Festival

[Facebook](#) | [Twitter](#) | [Instagram](#)

Official hashtags: #oeff2021 | #oeff10years