



## Press Release

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### FOUNDATION FOR THE ACCREDITATION OF CELLULAR THERAPY ANNOUNCES NEW WEBSITE AND BRANDING

OMAHA, Neb. — Foundation for the Accreditation of Cellular Therapy (FACT), the leader in voluntary inspection and accreditation in the field of transplantation and cellular therapy, announces its new website and branding launch.

Following many months of hard work and dedication from our staff and IT vendor Forbina Consulting, we are excited to launch our newly designed website at [www.factglobal.org](http://www.factglobal.org). Our goal was to make the website faster, easier to navigate, and more-user friendly to enable visitors to readily find the vast resources, information, and educational offerings on our site.

Created with the user experience in mind, new and enhanced features include:

- **Mobile friendly** – easily view site on a phone or tablet
- **Secure** – advanced security technologies to safeguard consumers
- **Newer technologies** – easy navigation to relevant content and intuitive design
- **Store** – improved product visuals and descriptions
- **Education** - upcoming events prominently featured on the home page

#### Brand Refresh

2022 marks the beginning of FACT's journey as an independent entity. Included with the transition was the opportunity to refresh FACT's visual identity and presence. During the period of pandemic fatigue, FACT embraced the chance to create a new branding strategy that conveys a sense of serenity with a new website using shades of azure and a clean modern look. Our new signature ribbon includes blue, teal, and navy curves to evoke a sense of fluidity and movement reflective of the changing, expanding, and evolving field of cellular therapies.

What does remain constant is the recognizable red FACT icon. The traditional red color stands out against the calmer colors symbolizing strength and tradition. We invite you to explore the new website. We hope you enjoy our new look and encourage you to contact us with any suggestions, questions, or comments.

#### About FACT

Founded in 1996, FACT establishes standards for high quality patient care and laboratory practice in cellular therapies and regenerative medicine. FACT is a non-profit corporation co-founded by the International Society for Cell and Gene Therapy (ISCT) and the American Society for Transplantation and Cellular Therapy (ASTCT) for the voluntary inspection and accreditation in the field of cellular therapy. FACT promotes improvement and progress by establishing minimum standards, providing education, and inspecting and accrediting programs worldwide.

For more information, visit [www.factglobal.org](http://www.factglobal.org).