



Congregation of the Sisters of the Sorrowful Mother
Third Order Regular of St. Francis of Assisi
U.S./CARIBBEAN PROVINCE

2935 Universal Court, Oshkosh, WI 54904 Office: (920) 230-2040 Fax: (920) 230-2041

For more information:
Provincial Office (See above)

FOR IMMEDIATE RELEASE

NEW CONGREGATIONAL LOGO FOR SISTERS OF THE SORROWFUL MOTHER

Rome, Italy - The general council of the Sisters of the Sorrowful Mother, Third Order of St. Francis of Assisi is pleased to announce the unveiling of their new congregational logo, which is to be utilized by all units of the congregation: The SSM Generalate, , the Regions of Austria, Brazil, Germany, Italy, the mission in Ifunde, Tanzania and the U.S./Caribbean Province--U.S., Trinidad & Tobago, Grenada, St. Lucia, and the Dominican Republic.

The purpose of the congregational logo is for the SSM's to become more visible and recognizable as an international Franciscan Congregation. Prior to this time each unit/province/region had its own form of identification. The new logo was presented at the SSM Leadership Conference on May 30th in Rome.

The new design was developed as a result of a mandate from the 20th General Assembly (the highest authority of the congregation when in session). It was to include the key elements of our spiritual heritage, charism and mission, drawn primarily from the SSM Constitution, *Our Way of Life*. Assisted by a graphic artist in Rome, the general council worked collaboratively with the other congregational leaders to design the new logo. One of the key components that was also initiated with the new logo is the tagline, *To Bring Fuller Life to Others*. To ensure consistent, high quality usage on all materials bearing the sponsorship name, an Image Manual/CD was developed and distributed to all the leaders.

During the announcement of the logo, Sr. Teresina Marra, General Superior, stated, "Compared to the ministries of our congregation and your presence in each of them, the logo is a small, but important expression of who we are. It is also a further step to walk together, to be an instrument of God's love to each other and *to bring the fullness of life to others*."

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Founded in Rome in 1883 by Mother Frances Streitel the congregation ministers in ten countries throughout the world. Together with our SSM Associates and thousands of ministry partners, we stand with the poor and suffering and work to make known the fullness of life to which all people are called. Congregational priorities for 2007- 2012 are evangelization, greater sharing, and advocacy for social justice.

See attached explanation of the new logo for the Congregation of the Sisters of the Sorrowful Mother. For more information on the congregation visit: <http://www.ave-mater-dolorosa.org>

Reflections on the Logo of the Sisters of the Sorrowful Mother



The **circle drawing/spiral** reflects the Breath of God's Spirit (Ruah) surrounding everything in its action of Creating and Redeeming, as an inexhaustible source of new life. Furthermore, it is a symbol of God to whom we address in prayer and contemplation and towards whom our individual and communal lives are focused.

The Crucifix and Tau: A symbol of the suffering world, but redeemed by Christ and healed by the life-giving grace of the Spirit of the Risen Christ. The Tau is one of the primary symbols of Francis of Assisi and Franciscan Organizations.

Standing Near the Cross: (John 19: 25-27) Mary, Mother of God and the Church, deeply involved in the plan of salvation, spiritually carrying in her womb the Redeemer. With Mary as a model of faith, contemplation of God's word, humble discipleship and tender compassion, the Congregation is called to follow Christ, following the examples of Francis and Clare of Assisi, and Mother Frances Streitl.