



Contact: Matthew Boyle, Chief Marketing Officer
Alexander Aronson Finning CPAs
774.512.4125
mboyle@aafcpa.com
aafcpa.com
21 East Main Street,
Westborough, MA 01581

FOR IMMEDIATE RELEASE

AAF Announces Rebrand and Change of Name to AAFCPAs
A fresh and vivid new corporate identity includes logo, taglines, and website

Alexander Aronson Finning CPAs today announced the adoption of AAFCPAs as its global brand name, unveiled a new logo, and adopted “*great minds | great hearts*” as its tagline. The change better reflects the company’s growth and evolution as the preeminent independent, regional CPA and consulting firm with national and global reach.

“All 160 employees of the firm are excited and energized by the rebrand as it has been 25 years since we have refreshed our corporate identity,” said Dave McManus Co-Managing Partner at AAFCPAs. “The new theme encapsulates what AAFCPAs has accomplished over the past forty years and provides a beacon for where the firm is headed.”

He added that “As we continue to gain new clients outside of New England, the new name helps to clearly identify us as a CPA firm.”

Commenting on AAFCPAs’ new tagline, *great minds | great hearts*, Carla McCall, Co-Managing Partner explains “We have always had an enduring commitment to be a good corporate citizen, and the firm is comprised of generous individuals who contribute more than intellect to the clients we serve. This tagline accurately defines the spirit of our people and unique culture of the firm.”

“Visitors to AAFCPAs’ new website will most enjoy the videos that captivate and tell our stories”, says Matthew Boyle, Chief Marketing Officer at AAFCPAs. “The favorite videos will be our powerful client testimonials. In addition, the Partner videos will show a different side of the 18 individuals that lead our firm in greatness.”

AAFCPAs’ new website www.aafcpa.com is now live.

About AAF: AAFCPAs is an attractive alternative to the Big 4 and National CPA firms. We provide best-value assurance, tax, business consulting, and information technology advisory solutions to nonprofit organizations, commercial companies, wealthy individuals, and estates. Since 1973, AAF's sincere approach to business and service excellence has attracted discerning clients along with the best and brightest CPA and consulting professionals. AAF donates 10% of its net profits annually to nonprofit organizations.

AAFCPAs is an independent member of the BDO Alliance USA. This provides us with seamless national and global reach for our clients, as well as access to the resources of the fifth largest CPA firm in the world. Our pay-as-you-use model is considered advantageous by our diverse clients who appreciate exceptional value.

###