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New Name, New Headquarters for CAB

The Citizens Advice Bureau has a new name: BronxWorks.

The name was unveiled this morning at a ribbon-cutting ceremony for the organization's brand new administrative headquarters at 64 East Tremont Ave., near Morris Avenue.

According to staff, "BronxWorks" better reflects what they now do. Citizens aren't the only people they help, said Executive Director Carolyn McLaughlin, and they don't just offer advice.

Plus, the old name had a habit of perplexing the general public. On more than one occasion, people have confused the acronym CAB with a livery service, said Ken Small, CAB's development director.

The new name also gets across that fact that they're Bronx-based, and serve Bronx residents.
CAB opened its first Bronx office in 1972, but the organization has roots in 1930s Britain. Here's a little history. Today, they have more than 25 locations in the borough, and provide services to nearly 40,000 people a year, among them immigrants, seniors, the homeless, and people with HIV/AIDS.

"This is one of the greatest organizations I think we have in the country," said Congressman Jose Serrano, at today's ceremony.

PHOTOS: Top - Carolyn McLaughlin, BronxWork's executive director; bottom - their new headquarters on East Tremont Avenue.