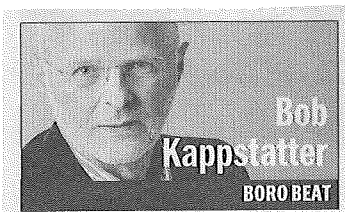


New York Daily News



October 27, 2009

What's in a name?

The Citizen's Advice Bureau, which has been around since 1972, is getting ready to change its name, along with a new logo and revised mission statement.

As it said in a press release: "We don't only help citizens. We do a lot more than give advice. The word 'bureau' sounds like a government agency."

The public announcement of the new name will be Nov. 13, but we'll see if we can sneak an exclusive.

November 17, 2009

This works

The Citizens Advice Bureau, which runs a host of social service programs, officially changed its name Friday to BronxWorks at a ribbon-cutter at its new headquarters at 64 E. Tremont Ave.

And no more confusion about people thinking they're calling CAB for car service . . .