



**PRESS RELEASE**

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## **Henry Health rebrands as Hurdle**

WASHINGTON, D.C. -- August 24, 2020 --Hurdle, formerly known as Henry Health, is proud to announce the launch of its new brand, complete with refreshed website and new logo. The new brand builds on the lessons the company has learned since its founding in 2018.

“Therapy as we know it was designed by and for people of privilege. It is filled with invisible barriers that make it harder for people from diverse backgrounds to get the mental healthcare they need and deserve,” said Kevin Dedner, Founder and CEO of Hurdle. “At Hurdle, our vision is to create an equitable and inclusive mental healthcare platform rooted in methods of cultural humility.”

The new brand reflects the company’s understanding of the depth of the barriers people of color experience when accessing mental healthcare. The culturally intentional services offered by Hurdle have the power to help people hurdle over the invisible barriers that so often keep our communities from thriving.

**About Hurdle**

Hurdle is mental healthcare for invisible barriers. Hurdle is the leading provider of culturally intentional mental health services. Hurdle exists to ensure that individuals can show up whole, operate with joy, and live with power.

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**Notes for Editors**

1. [Visit the new website Hurdle.co \(Live on August 24, 2020\)](#)
2. [View Founder’s full Message to Hurdle’s community.](#)