

01.22.21

Dear Anderson Alumni,

The AHS Brand & Logo Steering Committee is incredibly grateful for your support as we collectively near the end of our journey selecting the new mascot for our beloved high school. As you know, the Anderson High School family has spent months meeting, organizing, voting and raising funds for our efforts in choosing a mascot that meets the following approved criteria and input from our professional branding company:

- Keep the color scheme of orange & black
- Must be representative of concepts in our Alma Mater (strong, staunch, bold, loyal, worthy, pride, honor, courage)
- Must be uniting/inclusive
- Must be unique to our conference
- Must be easily recognizable
- Must have no underlying negative meaning

To that end, we are down to the following “Final Four” - Comets, Raptors, Ravens, & Riverhawks. As you may recall from our last communication, **you will have the opportunity to vote next week on Thursday, January 28**. The [SURVEY LINKED HERE](#) will go LIVE that day and will remain open until midnight eastern time. In addition to alumni voting next week, we will invite our current students and staff as well as future students in our feeder schools to vote as well. Our goal to ensure that the next mascot, brand and logo which will represent Anderson High School for generations to come and one that will be a source of continued pride in our community.

Lastly, you are receiving this email because our records indicate you are officially registered in the Anderson High School Alumni Association through the Forest Hills Foundation for Education. If you know of fellow alumni who have not received this email, please encourage them to register and/or update their contact information prior to 1/27 at the following website:

<https://www.fhfe.org/alumni-registration/>

We Are Anderson Proud!

Rob Fellows
Principal