

# “A country where Youth Leads” - Youth charity Xplode Rebrands

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Popular youth charity Xplode Magazine has rebranded to Youth Leads marking a change of focus for the organisation that was established by a group of 15 year olds in 2011.

The charity’s young volunteers, trustees and supporters came up with the new name and the new visual identity was designed by branding agency, Think EQ.

The rebrand comes as the organisation celebrates upskilling 5,000 young people and offering 300 volunteering opportunities.

Future plans include the development of a national programme encouraging and supporting young people into trustee and school governor positions as well as events to recognise the efforts of young people serving their communities.

### Saimah Malji, Chair of Youth Leads said:

*“We’re really excited about the next chapter! We wanted a brand that says more about what we’re here to do. We have a vision of a country where youth leads and our new programmes, brand and focus will provide a real step-change in what we do.”*

### Saeed Atcha MBE DL, Youth Leads CEO said:

*“When I set up Xplode as a 15 year old, I never expected us to still be around now! We were just a magazine when we started but now we do a lot more to get young people better skilled, empowered by their potential and influencing change in their communities.”*

### Drshna Vara, CEO at Think EQ said:

*“Working on the Youth Leads brand was fantastic. We held a number of workshops and our teams were able to understand the organisation and help create a brand which not only connects to its young audience, but also works across all other platforms whilst maintaining its current heritage.*

*We are looking forward to the future growth of Youth Leads and seeing where the new brand takes them.”*

Youth Leads will publish Xplode Magazine four times per-year in schools, colleges, youth centres, Starbucks and ASDA stores in Greater Manchester alongside its programmes for volunteer and skills development.

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