



For media inquiries, please contact:  
Amelia Carnagey, MPH  
Director of Marketing,  
Healthier Texas  
Phone: 806.549.6407  
Email: [marketing@healthiertexas.org](mailto:marketing@healthiertexas.org)

## FOR IMMEDIATE RELEASE – **It’s Time Texas Evolves: Rebrands as Healthier Texas to Lead the Next Era of Health and Wellness for All Texans**

Austin, TX – October 10, 2024 Marking a significant milestone in its mission to improve the health of Texans, *It’s Time Texas* is proud to announce its rebrand to **Healthier Texas**. This change reflects a bold step forward in the organization’s commitment to supporting the health of Texans, with a special focus on rural and underserved areas. The announcement was made by Founder and former CEO, **Baker Harrell**, during the opening address at the **Healthier Texas Summit 2024** in Austin, TX.

For the last two decades—including 10 years as *It’s Time Texas*—the organization operated with a mission to improve health outcomes across the state. Now, as **Healthier Texas**, the nonprofit will continue this mission while **deepening its impact**.

**Jamie Williams**, CEO of Healthier Texas, shared the exciting news:

“For the past 20 years, we’ve been dedicated to improving the health and wellness of Texans. As *It’s Time Texas*, we’ve worked to make our vision of healthier communities a reality by building programs, partnerships, and resources that promote health and wellness throughout the state.”

Williams emphasized,

“At the core of everything we do is our mission: to save lives by reducing preventable disease and providing Texans with the health resources they need. We believe that where you live shouldn’t determine how long or how well you live. This principle continues to drive us today.”

The organization has led transformative efforts by addressing critical health challenges such as **disparities in healthcare** and **preventive services**. Through **policy change**, **individual health services**, and **community-based initiatives**, Healthier Texas has guided Texans toward healthier lives while working to eliminate barriers to well-being. By building partnerships, offering direct support, and promoting sustainable solutions, the organization continues to champion a healthier future for all Texans.



The rebrand announcement at the Healthier Texas Summit marks the beginning of a **new era of growth and expanded impact**. With the new name and identity, **Healthier Texas** aims to deepen its efforts to improve health outcomes and to address the evolving health challenges faced by Texans.

Williams continued,

“We are excited to unveil the next chapter of our journey as we evolve from *It’s Time Texas* to a new identity that reflects both who we are and who we strive to be. This change allows us to reaffirm and strengthen our promise to the people of Texas—to continue serving, leading, and championing health for all Texans.”

The **Healthier Texas Summit 2024**, where this exciting announcement was made, is one of Texas’ largest health and wellness conferences. With **over 700 attendees** and **57 sessions**, the summit offers fantastic opportunities for professionals and community leaders to collaborate, learn, and drive forward the vision of a healthier Texas. Attendees are participating in **discussions, workshops, and networking events** aimed at addressing the state’s most pressing health challenges.

For more information about **Healthier Texas** and its programs, visit [healthiertexas.org](https://healthiertexas.org).

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### **About Healthier Texas**

Healthier Texas is a statewide nonprofit committed to reducing preventable diseases and improving the health and well-being of Texans. The organization fosters healthier communities through **innovative programs, strategic partnerships, and advocacy** aimed at overcoming the challenges that impact health and well-being.

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