

ICMA-RC is becoming



ICMA-RC Announces Plans for a New Name

MissionSquare Retirement to Build on ICMA-RC's Heritage

Dear ICMA-RC Plan Sponsor,

We are excited to share with you that ICMA-RC is becoming **MissionSquare Retirement**, a new name that reinforces the company's foundation and solidifies its vision for the future.

Almost 50 years ago, ICMA-RC was created for the sole purpose of helping city and county managers prepare for retirement. Our mission has never changed. In fact, it has grown to include all employees who serve their communities. With our growth comes a need for change. Our research indicated an opportunity to increase brand recognition within the industry. In response, we are evolving to create a new name and brand that is grounded in our mission and reflects the wide range of clients we serve.

We remain the same non-stock, non-profit, mission-based company focused on delivering results-oriented retirement plans, education, investments, and advice across the public sector. This was true yesterday, it's true today, and it will be true for the next 50 years.

The name announcement is just the beginning. We'll be sharing more information with you regarding our brand rollout in the coming months through email, our website, and outreach from your ICMA-RC point of contact.

We will continue to build on what has always made us who we are and look forward to providing you with best-in-class retirement planning services as MissionSquare Retirement.

Sincerely,
Lynne Ford
CEO and President, ICMA-RC

For more information, [see answers to questions](#) you may have, contact your representative, or email us at MissionSquareRetirement@icmarc.org.