



SingUnited International Rebrand Announcement Launch Elevator Pitch

As we share our new name, SingUnited International with the world, our goal is to be consistent with our messaging, proud of our legacy and welcoming to new members. When you're talking with prospective members, fans, or your local community, use the talking points below to help share our excitement about our future.

Version #1

For 80 years, **Sweet Adelines International** has brought singers together through the joy and artistry of barbershop harmony. As we look ahead, we proudly introduce **SingUnited International**—a name that captures our spirit of connection, excellence, and global reach.

We are a vibrant worldwide community of women singers, united in performance, education, and the thrilling sound of a cappella harmony. Our name is new, but our legacy — and our excitement for the future — has never been stronger.

Version #2

I'm part of **SingUnited International**, formerly Sweet Adelines. We're a vibrant, worldwide community of women singers united by an 80-year legacy of a cappella harmony. We've recently rebranded to better reflect our global reach and our mission of bringing singers together through musical excellence. It's an exciting time—we're honoring our history while singing our way into a much bigger future.