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The North Carolina Retired Governmental Employees' Association Announces Rebranding, Shortens Name to RGEA

(January 23, 2025) RALEIGH, N.C.—The North Carolina Retired Governmental Employees' Association has unveiled a new brand identity that features a shortened name and acronym. The association, which works to advance and protect the interests of North Carolina's retired state and local government employees and their families, will now operate as the Retired Government Employees Association (RGEA).

As part of the rebranding, RGEA debuted a new tagline, "Strength Through Membership", along with a new logo and color palette of red, blue, and gold, inspired by the North Carolina state flag. The tagline encapsulates how the size and scope of the organization benefits retirees in North Carolina. RGEA is one of the largest associations of retired state and local government employees in the nation, with more than 60,000 members.

RGEA Executive Director Tim O'Connell says the rebrand reflects the input of members while also making the association more accessible to stakeholders.

"Member surveys and focus groups have indicated a preference for the acronym 'RGEA,' which many members have already been using colloquially for years," O'Connell says. "These four letters will be more memorable to members, the media, and our lawmakers when we visit them at the General Assembly."

Leveraging the power of the collective membership allows RGEA to be an influential advocate for retirees in the North Carolina General Assembly without relying on political action committees (PACs), as similar organizations often do.

"One of the things that immediately attracted me to RGEA was the fact that they're involved with the legislature," says Nancy Leonard, vice president, RGEA Board of Directors. "Knowing that there's someone there representing me and my interests and keeping me informed is well worth my annual dues."

RGEA will add new members to its team in 2025, including a director of government relations who will coordinate lobbying and advocacy efforts, as well as a financial analysis firm that will provide members insight into pension investments.

"We are honored," O'Connell says, "to advance, promote, and protect the benefits, interests, and well-being of North Carolina's retired state and local public servants."

About RGEA

The North Carolina Retired Government Employees Association (RGEA) works to advance, promote, and protect the benefits, interests, and well-being of North Carolina's retired state and local public servants. Learn more at NCRGEA.com. Download the new [RGEA Logo](#).