

FOR IMMEDIATE RELEASE
Thursday, April 15, 2021

BOYS AND GIRLS CLUB LAUNCHES NEW BRAND

Red Deer, AB – BOYS AND GIRLS CLUBS OF CANADA held a town hall with all clubs across the country to share the new brand roll out. This has been a process in the making for the past year and has received tremendous input and support across the country. In an effort to more accurately reflect the diversity of what Boys and Girls Club is today, but to also acknowledge and maintain its proud legacy ... “Boys and Girls Club” is now being replaced with “BGC”.

Some people have asked “why is BGC Canada rolling out a new brand in the middle of our current circumstances?” Owen Charters, CEO BGC Canada responded by stating “this process and timeline had been determined over a year ago” and went on to say “in addition to the pandemic, our society has also been challenged with respect to social indifference and inclusiveness. What a better time for our organization to make a statement as we acknowledge our legacy and move forward to the future”.

“BGC is the oldest and largest youth organization in Canada. We are proud to be a member of a progressive national organization that seeks to respond, adapt, and move forward in serving children and youth across Canada.” states Rob Lewis, Executive Director.

Our new logo and tagline ...



BGC ensures children and youth are connected to others and the world around them. Every child deserves the chance to exceed beyond the circumstances that surround them. We aim to cultivate authentic, caring relationships, opportunities, and connections to create a sense of belonging among and between children, adults, and community. Opportunity allows children to aspire to their potential.

###

About BGC Red Deer & District Club

BGC provides fun after school and out-of-school programs and activities to give young people the opportunities to develop their potential and achieve their dreams. As youth develop positive, healthy relationships with peers, role models and family members, they can become the best versions of themselves and develop into the leaders of tomorrow. Boys and Girls Club of Red Deer & District was started in 1983, and currently serves over 900 youth in 12 communities around central Alberta.

About Youth HQ

Youth HQ empowers youth by fostering a community of support. Our network seeks to instill young people with confidence in their unique identities and abilities, providing them with skills for life through knowledge, healthy relationships, and quality experiences while providing safe environments to learn and grow. Youth HQ coordinates programming for Big Brothers Big Sisters of Red Deer & District and Boys & Girls Club of Red Deer & District, offering numerous programs and services that support children, youth and families.

For more information, contact:

Rob Lewis
Executive Director
403-342-6500 x 105
robl@youthhq.ca

John Johnston
Community Engagement Manager
403-342-6500 x 114
johnj@youthhq.ca