



Boys & Girls Clubs of Canada
Clubs Garçons & Filles du Canada

MEDIA RELEASE

Boys and Girls Clubs of Canada Unveils New National Identity for Clubs across Canada after 30 Years

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FOR IMMEDIATE RELEASE: Markham (September 22, 2005) – Boys and Girls Clubs of Canada (BGCC) is pleased to announce the launch of a new public identity for its member clubs across Canada. This fresh, new image was created to reinforce the relevance of Boys and Girls Clubs today in tackling many of the critical issues facing children, youth and families in Canada including child poverty, health, youth education and employment, youth violence, substance abuse and youth sexuality.

The new logo with two jumping figures rendered in a vibrant green exudes youthfulness, friendship, excitement and upward aspiration to signify the positive impact of Boys and Girls Clubs on young people in helping them to achieve their full potential through a variety of fun, challenging club programs that encourage healthy living, personal growth, learning, and community involvement.

“We are really thrilled about this modernization of our image,” said Sandra Palmaro, National President, Boys and Girls Clubs of Canada. “This move will enable us to further strengthen public awareness of our movement and send a clear message about who Boys and Girls Clubs are today – a relevant, innovative and progressive provider of quality programs for Canadian children and youth.”

In a recent survey conducted by Ipsos Reid, the deeply beneficial influence of the relationships children and youth develop with club staff and volunteers on their lives is evident. More than 9 out of 10 alumni agree that their involvement with the Club has made them better off today (97%), provided them with valuable skills for life (95%), and helped them learn to be a leader (96%). Many also acknowledged that their involvement in Boys and Girls Club activities helped them avoid trouble with the law (73%) and really saved their life (69%).

The Honourable Pat Binns, Premier of Prince Edward Island, belonged to a Boys and Girls Club in Alberta during his childhood and, like 91% of the alumni surveyed, believes in the importance of the clubs in contributing in a meaningful way to the well being of children and youth. “I really feel that boys and girls clubs play a valuable role in our communities, and right across the country they give young people the opportunity to learn, to develop their skills, to learn how to relate to other people, work with other people, and to become better citizens in the long term.”

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About Boys and Girls Clubs of Canada

Boys and Girls Clubs of Canada is a leading provider of programs that support the healthy physical, educational and social development of more than 150,000 children, youth and their families each year. In 700 community locations across Canada, clubs offer after-school programs in physical recreation, technology, the arts, personal growth and more. Children and youth experience new opportunities, overcome barriers, build positive relationships, and develop confidence and skills for life.

Many clubs also provide meals, emergency shelter, family support programs and other supports to children and youth at risk. Boys and Girls Clubs have been helping young Canadians to discover, develop and achieve their potential, for over 100 years. To learn more, visit www.bgccan.com.