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PARTNERS COUNCIL UNVEILS NEW TEAM BC LOGO

500 Indigenous Athletes from BC will adorn the Soaring Raven at the 2014 North American Indigenous Games

Victoria, BC – After launching a province-wide competition, the Aboriginal Sport, Recreation & Physical Activity Partners Council (Partners Council) has unveiled Team BC's new logo set to premiere at the Regina 2014 North American Indigenous Games (NAIG). 33 designs were submitted from Aboriginal artists across BC to the competition and were adjudicated by the Regional Leads of the Partners Council ultimately leading to the winning design created by artist Jamin Zuroski from the Namgis First Nation. The logo unveiling took place today during the Gathering Our Voices Aboriginal Youth Conference closing ceremonies in Vancouver, BC

"The Soaring Raven represents the strength and determination of the Team BC athletes, coaches and all nations within British Columbia," Jamin Zuroski says of his design. "The Sun provides connection to our ancestors and is the basis of all light and nourishment on this earth. The Raven flying, swooping and soaring parallels the plight of the athlete. With great confidence they show that new heights are possible by transforming and adapting to the surroundings of the unknown."

"Team BC's new logo is a beautiful combination of tradition and style," says Lara Mussell, Team BC Chef de Mission with the Partners Council. "Our athletes will be proud to wear this visually impactful design that represents the excellence the entire team is striving for."

500 Indigenous coaches and athletes from BC will adorn the new logo during the Opening Ceremonies set to kick off 2014 NAIG on July 20, beginning the week-long international sport competition. Approximately 4,500 Indigenous coaches and athletes from across North America will gather on the traditional territory of the Treaty 4 First Nations to participate in the 15-sport competition from July 20-27, 2014 in Regina, Saskatchewan.

"We are so happy with the final design," said Rick Brant, Partners Council Director. "The new logo is a symbol of the dedication and connection our athletes, coaches and families have in their contribution to the entire NAIG program. We will continue the momentum and preparations for our athletes for the upcoming 2014 NAIG." The passion and commitment exuded by all the athletes will add to the new brand identity for Team BC.

For more information about Team BC's NAIG Program please visit www.aboriginalsportbc.ca/team-bc

Background on the Partners Council

The Partners Council is a consortium of the First Nations Health Authority, BC Association of Aboriginal Friendship Centres and the Métis Nation BC. The Partners Council has established six regions across BC which brings together sport, recreation, physical activity and health leaders from within each Region to establish committees, set priorities and create annual plans for advancing sport, recreation and physical activity in their communities. Through the support and oversight of its Team BC Work Group and Provincial Sport Committees, the Partners Council has established a coordinated Team BC program that includes the development of a comprehensive provincial process to select the 500 Aboriginal athletes and coaches to represent BC at NAIG.

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