

FOR IMMEDIATE RELEASE

PARTNERS COUNCIL LAUNCHES NEW NAME AND LOGO

Inspiring Indigenous People in BC to Move, Play, and Compete

Victoria, BC (March 7, 2017) – The Indigenous Sport, Physical Activity & Recreation Council (I-SPARC) — formerly the *Aboriginal Sport, Recreation and Physical Activity Partners Council* — has unveiled its new name and new look. “This is an exciting step for our organization” said Rick Brant, Executive Director at I-SPARC. “It’s been eight years since we began implementing the Aboriginal Sport, Recreation and Physical Activity Strategy and our new name, logo and tagline speak to the important work we do and the positive impacts we are having on the health and wellbeing of Indigenous people throughout British Columbia.”

“The new logo, the *Raven and Sun* tells the story of I-SPARC's work; building a healthy future for our Indigenous communities.” said Kwakwaka’wakw artist Jamin Zuroski of his design. “Like I-SPARC, the Raven is adaptable, resourceful, wise, and soars to new heights with great determination and perseverance. As the guardian and protector of the Sun, Raven holds it high so that all can see, in the same way that sport, physical activity and recreation are a beacon of light and the ‘spark’ for transformative change in our communities.”

I-SPARC is a consortium of the BC Association of Aboriginal Friendship Centres, First Nations Health Authority, and Métis Nation BC. As the stewards of BC’s Aboriginal Sport, Recreation and Physical Activity Strategy, I-SPARC works with First Nations, Métis Chartered Communities, Friendship Centres, schools and other sport and physical activity stakeholders to deliver community-based programs designed to promote active lifestyles and support the desire for transformative change in the health and well-being of Indigenous communities, families and individuals across BC.

For more information about I-SPARC, please visit www.isparc.ca.

-30-

Media Contact:

Felicia Greekas

Manager, Premier’s Awards and Communications

Indigenous Sport, Physical Activity & Recreation Council

250.388.5522 ext. 226

fgreekas@isparc.ca

PARTNER AGENCIES