



Boys & Girls Club  
Services of Greater Victoria

## MEDIA RELEASE

### **Boys & Girls Club Services Gets a Facelift ??**

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**FOR IMMEDIATE RELEASE: Victoria (June 26, 2006)** – Boys & Girls Club Services of Greater Victoria is pleased to announce the launch of a new identity and joins Boys and Girls Clubs of Canada in synchronizing its image. 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 image is being revealed amongst Board members, members, guests and staff at the Annual General Meetings for Boys & Girls Club Services of Greater Victoria and the Boys & Girls Clubs of Greater Victoria Foundation at the Delta Ocean Pointe Resort & Spa on Monday, June 26<sup>th</sup>. 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.”

Boys & Girls Club Services of Greater Victoria provides a wide range of programs such as Social, Educational and Recreational Programs to Youth and Family Support, Youth Outreach, School Based Programs and Youth Justice Programs. Dave Curtis, Boys & Girls Club Services of Greater Victoria Board President says, “We embrace the new image to help brand our organization, so that a larger population in our community will recognize the diversity in our work as unified programs and services.”

### **About Boys & Girls Club Services of Greater Victoria**

Boys & Girls Club Services has been helping children, youth and their families in Greater Victoria since 1960. Started as a program to keep young boys off the streets, the organization has expanded to offer programs ranging from after-school and evening

programming to youth leadership programs, summer camp, programs for young moms, parent support and other programs for youth at risk. There are currently over 120 staff that are employed by Boys & Girls Club Services of Greater Victoria. To learn more, visit [www.bgcvic.org](http://www.bgcvic.org).