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FOR IMMEDIATE RELEASE

New brand for WRLA combines the old with the new...

August 15, 2013 (WINNIPEG) – The new strategic direction for the Western Retail Lumber Association (WRLA) recognizes the changing dynamics of membership, industry and the association's value proposition. A part of this strategy is to present a forward-thinking image to internal and external constituents.

The brand incorporates new elements while staying true to traditional colours for the WRLA. The arc symbolizes inclusiveness and connectivity, while the stylized W shows a modern look, one that will appeal to newer members.

"We're very pleased with the new look of our logo," says Gary Hamilton, President of the WRLA. "As an organization, we wanted to show that we are progressive as the dynamics of the industry are constantly changing."

"The imagery chosen is consistent with the principles we outlined as part of our promise to our members – to be innovative, inclusive, connecting through all channels and flexible," says WRLA Chair Mike Doyle. "We recognize that what we are releasing today is not just for our current membership, but for future members of the WRLA."

The new brand will be represented on all materials going forward. Check out our website www.wrla.org as well as our cool new video at <http://videos.wrla.org/home>.

The WRLA employed the services of Hep Communications as part of the rebranding. John Heppenstall commented that, "We strived to create a design that spoke to inclusiveness and forward-thinking. Our mission with this rebranding is to give the WRLA's constituents a feeling that the organization is a progressive organization, dedicated to improving the building supply industry in Western Canada."

About the WRLA

Founded in 1890, the Western Retail Lumber Association is comprised of over **1,200** member firms involved in the building supply industry. The WRLA represents the interests of members in Manitoba, Saskatchewan, Alberta, British Columbia, northwestern Ontario, the Northwest Territories, Yukon and Nunavut, providing a forum for the exchange of ideas and information in the industry.

Media Availability

Included in this release is the new WRLA logo in a print-ready .jpg format. Other file formats are available upon request.

President Gary Hamilton and Chair Mike Doyle are available for interviews.

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