



SQUASH CANADA UNVEILS HERITAGE LOGO TO MARK ITS 100th ANNIVERSARY

FOR IMMEDIATE RELEASE

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OTTAWA (ON) – Squash Canada unveiled its new heritage logo as part of the organization’s 100th anniversary celebration. Squash Canada celebrated its centennial on February 15th, 2015 and the organization has plans for a number of activities throughout the year including during the Canadian Squash Championship April 29–May 3, 2015 at the National Squash Academy in Toronto, ON.



New Squash Canada Heritage Logo

The logo was designed by ACART Communications, an Ottawa-based agency and Squash Canada’s marketing partner since 2011. ACART has been providing its expertise for nearly 40 years to numerous businesses across Canada, and has a wealth of experience in sports and entertainment marketing.

“ACART is grateful to have the opportunity to develop Squash Canada’s official heritage logo. Our goal was to pay tribute to the sport’s heritage, combining vintage with a touch of Canadian symbolism. We look forward to the adoption of this classic by the Squash community throughout the Centennial and beyond,” said Al Albania, President, ACART Communications.

The Squash Canada 2015 heritage logo was inspired by the original 1915 Canadian Squash Racquets Association logo. The simplicity and shape of the original, and its basic elements such as the maple leaf and the classic font were all used to create a new mark that has a real vintage look and feel.

In recognition of the history of squash in Canada, the new logo features two era-inspired racquets. This is reinforced by the date the association was established, tucked in below. Two maple leaves on either side of the circle represent Canada and balance the design. A traditional serif font enhances the mark's classic look.

"We feel that this timeless logo will resonate with many Canadian squash fans. The logo has great marketing and merchandising appeal by paying tribute to the organization's rich history and to our Canadian culture", said Danny Da Costa, Squash Canada Executive Director.

Squash Canada and ACART are currently collaborating on an interactive timeline display honouring the organization's key milestones of squash in Canada. The timeline will be launched prior to the start of the Canadian Squash Championships April 29–May 3, 2015 at the National Squash Academy in Toronto.

For more information on marketing opportunities contact:

Danny Da Costa

Executive Director, Squash Canada

ddacosta@squash.ca

Tel. (613) 731 7385 x 2301

ABOUT SQUASH CANADA:

Founded in 1915, Squash Canada is a non-profit, national sport association responsible for the development of athletes, coaches and officials and sets the standards for Canadian Squash. Squash Canada is a proud member of the Pan-American and World Squash Federations and participates in the Pan-American championships, Commonwealth and Pan-Am Games as well as World Championships at the junior and senior level. Each year Squash Canada hosts various national championships across the country and works with its provincial and territorial partners to promote the growth and development of Squash across the country. Squash Canada is based in Ottawa, ON Canada.

For more information on Squash Canada visit www.squash.ca

ABOUT ACART:

Established in 1976, ACART Communications is a Social Issues Marketing agency that provides full service marketing and communications to clients in the private, public and not-for-profit sectors. Based in Ottawa, Canada, ACART has specialized knowledge in changing consumer behaviour, creating deeper relationships between brands and people to optimize return on investment in all communications. Our Sports and Entertainment Marketing experience helps build communities of fans at the local, national and international level for world-class organizations and events. We engage your audiences and raise your game to new heights — from businesses and consumers, to partners, sponsors, and manufacturers. For more information on ACART visit www.acart.com

The logo for the Government of Canada, featuring the word "Canada" in a serif font with a small Canadian flag above the letter 'a'.

Squash Canada would like to acknowledge the Government of Canada for their ongoing support of Squash Canada and its programs and services.