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FOR IMMEDIATE RELEASE

ICBA Launches Indigenous Logo Competition

SURREY – As part of the Independent Contractors and Businesses Association’s (ICBA) ongoing work with Indigenous communities, ICBA announced today the launch of an Indigenous logo design competition, seeking to enhance ICBA’s brand and reflecting the pillars of ICBA while incorporating elements of Indigenous culture.

“ICBA is committed to understanding the history, culture and diversity of First Nations, Inuit, and Métis peoples in Canada,” said Chris Gardner, ICBA President. “We are excited to launch this logo competition and to continue meaningful, progressive and respectful engagement with BC’s Indigenous communities.”

The competition is open to all Indigenous artists in BC and offers a cash prize of \$35,000 to the winning designer. Artists are being asked to create a logo that reflects ICBA’s mission and vision as well as the values that guide ICBA – leadership, opportunity, and fairness.

“ICBA’s Indigenous engagement is grounded on the idea of ‘building possibilities,’” said Gardner. “We believe that reconciliation is achieved through real action, by providing opportunities for meaningful, successful, and long-term partnerships.”

At its annual gala dinner in April, ICBA invited seven Indigenous leaders to the stage to present a specially painted drum to NFL quarterback and keynote speaker Russell Wilson. The gift commemorated Wilson’s ten seasons with the Seattle Seahawks.

“We are learning more every day about Indigenous traditions and perspectives,” said Gardner. “On this National Indigenous Peoples Day, our team is developing plans around the *Truth and Reconciliation Commission’s Calls to Action #92*, such as offering cultural awareness training for all our employees and members, and plans for workshops in the fall to highlight best business practices towards economic reconciliation and to hear from Indigenous leaders.”

The deadline for submissions to the logo competition is October 6, 2022, at 4:00PM Pacific time. A selection panel (to be named shortly) will make recommendations for the winning submission to the ICBA Board of Directors. ICBA plans to formally announce the winning logo before the end of the year. For full contest rules and submission forms please visit: icba.ca/logocompetition.

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ICBA represents more than 3,500 members and clients in construction and responsible resource development, directly trains more than 6,000 workers every year, and is the single largest sponsor of trades apprentices in B.C. ICBA is also one of the leading third-party providers of group health and retirement benefits in Canada, with more than 125,000 people participating in an ICBA Benefits plan. In 2021 and 2019, ICBA won the Reed Award for North American Trade Association of the Year. icba.ca

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