

## News Release

FOR IMMEDIATE RELEASE

July 24, 2018



### **Island Savings Centre naming sponsorship concludes after 10-year partnership**

Duncan, BC – Island Savings' decade-long tenure as naming sponsor of the Island Savings Centre in Duncan has reached its conclusion.

The ten-year naming rights sponsorship agreement between the Cowichan Valley Regional District and Island Savings, a division of First West Credit Union, expires on October 6, 2018. As a result, the CVRD will examine the potential for seeking a new naming rights sponsor through a Request for Information process, and keep the public apprised of any future decisions made regarding the naming rights sponsorship.

"Our partnership with the Island Savings Centre has been an incredible journey; it is truly such an important pillar in the Cowichan community and we are proud to have our name connected to so many great events that have taken place there," said Randy Bertsch, President of Island Savings. "We are firmly committed to Cowichan and the conclusion of our ISC sponsorship will enable us to initiate new community partnerships and provide support to some of the amazing initiatives happening locally."

The decade-long partnership provided the Island Savings Centre with \$100,000 in annual funding that enabled CVRD to undertake a number of important capital projects. These included the purchase of a new Zamboni, an upgrade to the facility parking lot, improved sound systems for the Cowichan Performing Arts Centre and arena, and many other projects that improved the user experience over the last ten years.

"The contributions that Island Savings has made to our communities through this long-term sponsorship cannot be overstated," said Sharon Jackson, Chair of the Island Savings Centre Commission and Director of the Cowichan Valley Regional District. "Many of these projects were required to maintain the programming available at the Centre, and this partnership was equal to \$1 million in funding that would have otherwise come from taxpayers. We thank Island Savings for their support and look forward to continuing our positive working relationship in the future."

-30-

*For more information, please contact:*

Kris Schumacher  
Manager, Communications & Engagement  
Cowichan Valley Regional District  
250.746.2635  
kschumacher@cvr.bc.ca

Josh Juhlke  
Manager, Communications  
First West Credit Union  
604.539.7360  
jjuhlke@firstwestcu.ca