

News Release

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January 14, 2015



Cowichan Theatre Rebranding Begins With New Name

Duncan, BC – The Cowichan Valley Regional District announces today that the Cowichan Theatre will now be named Cowichan Performing Arts Centre. The change of name is taking place to better reflect the broad range of diverse performing arts productions which the Cowichan Theatre has become known for hosting since opening its doors in 1978.

“The Commission loves the new name and new logos. As a designer myself, I was excited to see the dynamic refreshment of an older logo that has been in use for 30 years. The Commission is proud of this facility and happy to see that it is being actively promoted to the broader community,” says Sharon Jackson, Chair of the Island Savings Centre Commission.

“The new name better reflects the diversity of performances here and the stature of the venue with the largest stage on Vancouver Island,” says Kirsten Schrader, Manager, CVRD Arts and Culture Division, and Manager of the Cowichan Performing Arts Centre. “We don’t just present theatre, but music, film, dance, choirs, comedy, art exhibitions and special events. It is a multi-dimensional facility that is truly a centre of creativity.”

Cowichan Performing Arts Centre will begin appearing immediately on outdoor signage, brochures, advertising and on performance tickets. Along with a new name, the rebranding process includes a new logo, visual identity and website: www.cowichanpac.ca.

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