



September 30, 2019

FOR IMMEDIATE RELEASE

COUNCIL SEEKING FEEDBACK ON TOWN'S NAME

Possible name change part of larger corporate branding project

WHITCHURCH-STOUFFVILLE, ON – Town of Whitchurch-Stouffville Council is looking for input on the municipality's name – “Whitchurch-Stouffville” – and whether residents feel it's a good time to update it.

“Early next year, we will be beginning an extensive re-branding initiative, and we would like to know what the public thinks of the name ‘Whitchurch-Stouffville’ beforehand,” said Glenn Jackson, Corporate Communications Officer with the Town and project lead. “Before we embark on the project, we need to know exactly what we are branding.”

‘The Town of Whitchurch-Stouffville’ has been the name of the municipality since 1971 when the Township of Whitchurch amalgamated with the Community of Stouffville.

“There has been an element of confusion with the two names over the years - Whitchurch-Stouffville vs. Stouffville,” Jackson says. “According to Canada Post, we are ‘Stouffville.’ Our federal and provincial ridings are named after ‘Stouffville.’ Our hospital is named after ‘Stouffville.’”

“Being in communications, I see this confusion quite frequently. Not only amongst residents and visitors, but with the media,” Jackson said.

Starting today, the Town is launching an online survey asking the community if they prefer ‘Stouffville’ or ‘Whitchurch-Stouffville’ as the municipality's name. It is available online at townofws.ca/name.

“We just want to see what the public thinks. We certainly are not taking a side in this, but if we are going to be doing a complete re-brand, we want to know what name we are branding,” Jackson said.

Along with the online survey, the community will also be able to offer their opinion at two Public Open Houses. The first will be Wednesday, October 16 at 7:00 p.m. in the Large Multipurpose Room at the Leisure Center (2 Park Drive, Stouffville), and the second will be held Thursday October 17 at 7:00 p.m. at the Ballantrae Field House (5592 Aurora Sideroad.) Town staff will be on hand for both to answer questions and visitors will be able to fill out the survey.

Paper surveys will also be available throughout the town at various locations, such as Town Hall, '19 on the Park' and Museum.

An Engagement Canvas will also be in the lobby of the Leisure Centre until October 25 for community members to cast their vote.

"This is just phase one of the re-branding project," Jackson said. "We will be back after the holidays to involve the public in the actual branding exercise."

According to Jackson, the re-branding project will consist of five phases. Phase two will consist of evaluating the Town's reputation and determine what our new look should be. Phase three will consist of the development of the new brand, including new colours, logos, insignia and possibly a new slogan. The target date for the end of phase three is summer 2020.

"This is an exciting project," Jackson said. "The Town hasn't done a significant re-branding exercise since the 1990's, hence why some of our corporate image looks a bit out of date."

Town Council are expected to decide on the Town's name in early December.

- 30 -

Media Contact: **Glenn Jackson | Corporate Communications**
Phone: 905-640-1910 or 1-855-642 8697 Ext. 2451
Email: glenn.jackson@townofws.ca