

## **Saskatchewan Chamber of Commerce Launches New Brand for Future Growth**

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**REGINA, SK** – The Saskatchewan Chamber of Commerce proudly announces the launch of its new brand, marking a pivotal moment in its journey while honouring its rich history of success. This rebranding initiative reflects the Chamber’s commitment to inclusivity and adaptability in meeting the evolving needs of Saskatchewan’s business community.

The Chamber recognizes the vital contribution of its previous brand in shaping its legacy. "Our former brand served as a beacon, guiding us to where we are today. It has been the cornerstone of our success, and we pay homage to our roots and traditions," said Prabha Ramaswamy, CEO of the Saskatchewan Chamber of Commerce.

Driven by a vision to better serve existing members and to foster inclusivity amongst new groups, this rebranding effort signifies a strategic step towards maintaining relevance in today's dynamic business landscape. "Our brand embodies the essence of Saskatchewan –our province's shape remains at the forefront, a testament to our roots and purpose. The upward lines symbolize not only growth and expansion, but also the endless opportunities that transcend our borders. Drawing from the inspiration of our prairie landscape, the vibrant colors within our logo vividly echo our rich heritage."

Central to this rebranding is the launch of the Chamber’s new website, designed to complement its fresh identity. The revamped platform includes an array of features, including an intuitive resource hub housing chamber publications, announcements, and business resources. It also boasts an improved member dashboard and streamlined event management, all aimed at enhancing user experience for members and the community at large.

The Saskatchewan Chamber of Commerce invites its members, partners, and the community to explore the revamped website at [saskchamber.com](https://saskchamber.com).

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### **About Saskatchewan Chamber of Commerce:**

*The Saskatchewan Chamber of Commerce is a leading advocate for business in the province, committed to driving economic growth and championing a thriving business community. As the 'Voice for Saskatchewan Business', the Chamber represents the interests of over 10,000 individual businesses, industry associations, and local chambers. More information can be found at [saskchamber.com](https://saskchamber.com) or @SaskChamber on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).*

### **For more information:**

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