



P. O. Box 475  
61 Riverside Drive  
Corner Brook, NL A2H 6E6  
Ph: 709.634.5831  
Fax: 709.639.9710  
Email: [sherry@gcbbt.com](mailto:sherry@gcbbt.com)  
Website: [www.gcbbt.com](http://www.gcbbt.com)

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**For Immediate Release**

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**Board of Trade Launches New Logo and Website**

**Corner Brook** – The Greater Corner Brook Board of Trade is pleased to announce that, after months of deliberation and dedicated work, the Board of Directors are now celebrating the launch of a new website and logo.

Designed by Yield Communications, the Greater Corner Brook Board of Trade's new logo is a symbolic representation of the diverse business community of our local region. The logo icon captures a popular scene in the City of Corner Brook – a bridge crossing Corner Brook Stream with a background of lush forest and the outline of one of Corner Brook's most recognizable man-made structures, the Sir Richard Squire's Building. The Board of Directors feel strongly about the symbolism that these features represent. The bridge and forest represent the high quality of life that is found in Corner Brook, as well as a focus on the outdoors and healthy, active living. The Sir Richard Squires Building ties in the strong business community and represents the connection and balance between work and pleasure. Finally, the colors green and blue that dominate the new logo format represent land and sea. The green represents land and highlights the regions' growth from the pulp and paper mill. The blue represents the importance of the sea, capturing Corner Brook's beginnings with the fishery and development into an important shipping lane.

“As the voice of our local business community, we feel that it is extremely important that every element of our organization reflect this commitment and dedication,” said Mel Woodman, President of the Greater Corner Brook Board of Trade. “Through months of hard work, we feel that this new logo genuinely reflects the true nature of the Board of Trade. As well, our new website is tailored to both current and future members, providing details of our organization, our membership, local news and events, and a daily updated blog to which members can submit their own news and announcements.”

The new website for the Greater Corner Board of Trade contains a wide variety of information that is beneficial to both current and future members. The site contains information about the establishment and Directors of the Board of Trade, details of membership benefits and applications, membership listings, press releases, upcoming events, past events, and a blog that is updated daily with member news and announcements.

“The new website captures a lot of what local businesses are looking for, and that's a new way to connect to the local economy and in turn grow their market shares,” said Director Heather Collins, Greater Corner Brook Board of Trade.” We believe the new website brings tremendous value to our membership and we'll be eager to get that message out there.”

To view the Greater Corner Brook Board of Trade's new website and find out more information regarding submissions to our blog, please visit [www.gcbbt.com](http://www.gcbbt.com).

For information, please contact:  
Sherry Hynes  
Greater Corner Brook Board of Trade  
Tel: 709.634.5831  
Fax: 709.639.9710  
Email: [sherry@gcbbt.com](mailto:sherry@gcbbt.com)