



Media release

Thursday, Jan. 21, 2021

Village of Burns Lake rings in the new year with a new look

Burns Lake, B.C. -- The Village of Burns Lake is inviting people everywhere to see how they can 'Carve their path' within the charming northern B.C. community. The invitation comes as part of the unveiling of the Village's new municipal brand and efforts to encourage new and potential residents, visitors and business owners to explore and discover Burns Lake.

"Like many small towns, we wanted to put ourselves on the map and showcase all the great things Burns Lake has to offer," said Burns Lake Mayor Dolores Funk. "It is important to position ourselves for success by taking a strategic and cohesive approach to helping the community thrive. Taking the time to define what makes Burns Lake special, and who we are as a community, allows us to clearly communicate the opportunities that await people in Burns Lake."

Re-developing the Burns Lake brand involved extensive community involvement, including gathering information on how residents see and understand the Village, the qualities that make it unique and why they choose to call Burns Lake home. Feedback was also gathered from staff, Council, and business owners through a survey, focus groups, one-on-one conversations and outreach throughout the community to develop the brand.

It was clear, through the feedback and research, that people feel a strong connection to the outdoors when thinking of Burns Lake. They value the opportunities available through affordable housing and strong community support of both the residents who live here and of businesses looking to establish and grow. Participants also referenced the importance of a strong arts community and the Indigenous heritage of the area.

"The new brand was really about reflecting on who we are as a community and what we want to be," Sheryl Worthing, Burns Lake Chief Administrative Officer explained. "We wanted to be able to clearly define our brand so that we can be intentional with our messaging and feel confident that people can consistently count on us to live up to their expectations of providing professional, authentic and friendly service."

As part of the brand strategy, the Village has launched a new logo, tagline and developed supporting business tools to help staff communicate effectively with stakeholders. The Village also launched its new website, burnslake.ca, which features improved navigation and tools to help staff provide the latest news and events to keep the public engaged and informed.

Over the next few months, the Village will be rolling out the new brand and marketing strategy, targeting families, entrepreneurs and those looking for a place to find their niche at the heart of the Lakes District.

“There has been a shift over the past few years of people looking to slow down, take stock of what matters and wanting to simplify their lives. This year has only emphasized that even more,” added Mayor Funk. “That’s exactly what we can offer people here in Burns Lake – a tight-knit community with room to relax and breathe, but with plenty of activities to keep you entertained and connected – both with people and nature. We invite those considering a change to learn more about Burns Lake.”

The Village is perfectly poised to support those looking to launch a new creative venture, relocate to spend more quality time with their kids and family or retire in a vibrant community that fosters healthy living.

Residents living close to Burns Lake and throughout northern B.C. can visit and explore some of the endless forests, beautiful mountains, expansive trail networks and 5,000 kilometres of pristine shoreline afforded within the lakeside community, all while sticking close to home.

To learn more about Burns Lake's exciting opportunities, low-cost living, the superior quality of life and breathtaking natural surroundings, please visit www.burnslake.ca.

-30-

About the Village of Burns Lake logo

The new Village of Burns Lake logo consists of a symbol and wordmark that reflect the community they represent.

The artisanal font style embraces the creativity expressed by citizens through our diverse heritage and culture. The blues and greens speak to the significance of nature and represent the surrounding water, lakes and forests.

The shape of the graphic not only represents the curve of the highway that winds through the Village but also visualizes the flow from historical roots to the present and beyond. The curved visual references Burns Lake’s world-renowned cycling trails and gives a nod to the active arts community.

The close parallel of the coloured, curved designs signifies the connections between nature and the diverse people who call Burns Lake home.