



Richmond Amateur Radio Club

3531 Richmond Street, Richmond, British Columbia, Canada, V7E 2W2

www.rarclub.ca

INFO RELEASE FOR IMMEDIATE RELEASE

Richmond Amateur Radio Club Unveils New Branding at Two Local Community Events Last Weekend

Richmond, B.C. (June 27, 2014) – New branding for the Richmond Amateur Radio Club (RARC) was unveiled at two local community events over the weekend of May 24-25. The club's display booth at the City of Richmond's Engineering and Works Yard open house last Saturday and its participation in providing radio communications for the SOS Children's Village Run on Sunday provided opportunities for the club to showcase its new set of signage to the public.

The messaging in the marketing collateral communicates three key elements in the Amateur radio club's objectives: promote the Amateur radio hobby, serve the community by providing radio communication support at public events, and assist in radio communications during emergency situations. The set of banners and signs are specially designed and produced so that they can be used individually as alone items, to be applied on display tables and on the communications trailer, or used together to communicate the organization's 'brand.'

The new branding will serve as a strategic marketing tool to identify club's role in the community and promote interest in Amateur radio. Eddie Odette, president of RARC, comments that, "With the new signs, we should no longer have people come up to the club's booth and ask, "What do you guys do?" at public events."

- ### -

About RARC - The Richmond Amateur Radio Club is a registered BC Society to promote the interests of Amateur Radio, assist in the provision of communication services in the event of an emergency, and provide communications for public service events as requested. RARC is a member of the Emergency Management BC and supporter of Emergency Social Services with the City of Richmond. Programs for the club are partially funded by grants from the City of Richmond and BC Community Gaming. Additional information about RARC can be found at: www.rarclub.ca

For more information please contact:

Urey Chan – VE7URE
Public Relations and Event Communications
Richmond Amateur Radio Club
Cell: 416-720-8017
Email: ureyc@cwthree.com