



Rebranding of:

Squamish Youth Soccer Association / Squamish United Football Club

Dear Members of Squamish Youth Soccer Association,

We are excited to announce an important and meaningful change to our beloved club. To honor the rich history and foundational roots of soccer in Squamish, we are rebranding to align our name and identity with the proud legacy of the sport in our community.

A Proud History of Soccer in Squamish

- **1961:** Youth soccer was first established in Squamish through school programs.
- **Pioneers:** School Board directors Roy Penrose and Don Ross were instrumental in creating the first community-focused soccer programs.
- **Leadership:** In the fall of 1961, Mervin Dober became the first commissioner of the Squamish Youth Soccer League, overseeing 14 teams.
- **Community and Unity:** Over the next few years, the Squamish Youth Soccer League affiliated with other soccer entities, and "Squamish United" was born, becoming the name synonymous with soccer in Squamish, reflecting the unifying spirit of our growing community.

Embracing Our Legacy with a Fresh Look

In keeping with this tradition, we are thrilled to unveil our updated logo and name. This rebranding effort retains the essence of our identity while honoring our history

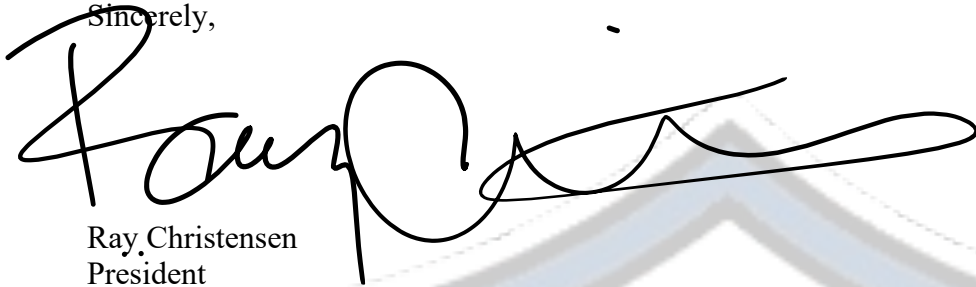
- **New Name:** Our official name will now reflect the historical roots of "Squamish United."
- **Updated Logo:** The new logo maintains elements that connect us to our past

This rebranding is more than just a change in our name; it is a reaffirmation of our commitment to the values of unity, community, and excellence in soccer that have defined us since 1961.

As we move forward under our refreshed brand, we are more dedicated than ever to fostering a sense of community, promoting the love of soccer, and providing an exceptional experience for all our members. We believe this rebranding will inspire pride and a renewed sense of belonging among our players, families, and supporters.

Thank you for being a part of Squamish United Football Club. Together, we celebrate our history and look forward to an exciting future.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ray Christensen', written over the top portion of the club's crest.

Ray Christensen
President
Squamish United Football Club

