



PRESS RELEASE

ECOTRUST CANADA REVEALS ITS NEW MISSION, WEBSITE, AND LOGO

March 27, 2020, Vancouver, BC – Today, Ecotrust Canada launches its **new mission** and **website**, building on its 25-year history of partnering with rural, remote, and Indigenous communities to create economic solutions that advance social and ecological well-being.

Now, more than ever, it is clear that our current economic system is failing to provide safe, just, and sustainable lives for all. In response, Ecotrust Canada is launching our new message and look to reflect our alignment around a singular purpose — *to build an economy that provides for life* — an economy that provides for,

- a healthy and resilient natural environment;
- sustainable and abundant energy, food, and housing;
- prosperous and meaningful livelihoods; and
- vibrant and inclusive cultures.

We invite you to explore our innovative, on-the-ground approach, which focuses on **Climate Innovation**, **Indigenous Home-Lands**, **Fisheries**, and **Community Energy**, at ecotrust.ca.

Chuck Rumsey, CEO and president, Ecotrust Canada: *“Our current economic system is failing us because of its focus on capital, instead of people and planet. With our new mission and look, we seek to build solidarity around creating a new economy — an economy that provides for life.”*

Jacqueline Koerner, Co-Chair of Ecotrust Canada: *“In the face of a global pandemic and the inability of globalized capitalism to provide for just, safe and productive lives for all, the practical and tested work of Ecotrust Canada continues to be of accelerating importance.”*

For more information:

Shannon Lough – Communications Manager, Ecotrust Canada
T: 250-624-4191 | C : 250-640-4535 | shannon@ecotrust.ca