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For immediate release:

Eastmain, Quebec: The Board of Directors of the **Eeyou Istchee Sports and Recreation Association** would like to formally announce a uniform and branding collaboration between **the Cree Nation Bears** hockey development program and adidas.

The collaboration sees a revisioning of the Bears marks from a global leader in sports uniforms and apparel that will see important colour changes, symbolic and culturally relevant additions to the uniform and significant Native symbolism associated with the program.

As part of Hockey Abitibi Temiscamingue, the Cree Nation Bears will ice teams in the U13, U15 and U18 categories, previously known as Pee Wee, Bantam and Midget for the 2021-2022 season.

The new identity carries several marks, authentic to Indigenous people across the country, a change of the uniform base colour to orange in support of the “Every Child Matters” campaign providing visibility to unmarked graves at residential schools across the country. Inspired by the spiritual connection between the Cree and the Bear, the new primary logo shifts the Club toward a timeless brand, anchored by the strong, C-shaped bear paw icon. English and Cree wordmarks add versatility for media, apparel, and equipment. This suite of new identity is capped with an elegant memorial ribbon formed by an orange and red feather representing these same residential school victims, along with missing and murdered Indigenous women.

The Bears want to assist in advancing visibility to these causes near and dear to the hearts of Indigenous Peoples across the country.

“Being supportive of these important causes makes every player in the program an advocate for Indigenous issues, and a leader in spreading the message. Furthermore, the rebranding of the program kickstarts our return to the league after the COVID-19 shut down since March 2020.” Raymond Shanoush, President of the Eeyou Istchee Sports and Recreation Association also

remarked that “having the players take ownership and pride in the program was equally important” as we return to play.

” Collaborating with the Cree Nation Bears organization is a tremendous honour. Hockey players play for the pride associated with the crest on their jersey, for their teammates, and for their communities. This Fall, we hope this carries an even greater significance for the players, families, and supporters of the Cree Nation Bears hockey program” said adidas’ Sr. Director of Hockey, Dan Near.

In the coming weeks, the Bears will provide more information regarding the unveiling of the new uniform design.

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