



Media Release, For Immediate Release

## INTRODUCING THE SALMON ARM SILVER HAWKS

### *SASCU Joins SAMHA Female Hockey in New Launch*

SALMON ARM (October 24<sup>th</sup>, 2023) – SASCU has partnered with Salmon Arm Minor Hockey Association (SAMHA) in their efforts to grow female sports in the Shuswap. With a goal of inspiring pride and participation, SAMHA and SASCU unveiled a new logo to a crowd of players Tuesday evening. SAMHA proudly introduces the Salmon Arm Silver Hawks!

From the start, the committee of SAMHA parents and volunteers engaged players in the development of the division's new identity. Thirteen logo designs were designed and submitted, many of them by players themselves. An initial vote narrowed the choices down to three, and this past week, the players voted for the winner. The big logo reveal happened on October 24<sup>th</sup> in conjunction with a pizza party to celebrate.

"Girls seeing themselves in a sport is key to building a successful program. The new Salmon Arm Silver Hawks female teams' logo was by the players and for the players," said Val Kloska, Vice President of Female Hockey, SAMHA. "The new identity for female hockey in SAMHA elevates and increases the visibility in our community and we are excited for this chapter to begin."

SASCU's funding will, in part, provide for new jerseys displaying the Salmon Arm Silver Hawk's logo for the U9, U11, U13 and U15 female teams this season. "Team sports deliver so many benefits to a young person's well-being," said Sheri Greeno, SASCU Director of Brand & Community. "Not only is it a source of lifelong friendships, girls in sports also show higher levels of confidence and self-esteem, and even tend to do better in school. SASCU welcomes this opportunity to be part of promoting this to our area's youth."

#### ABOUT SASCU

SASCU Financial Group offers a broad range of personal and business financial services through SASCU Credit Union and its three lines of business, SASCU Insurance, SASCU Wealth and Commercial banking. SASCU Credit Union branches are in Sicamous and Sorrento, plus two in Salmon Arm. Insurance offices are in Salmon Arm and Enderby. Established in 1946, SASCU has more than 19,000 members, 150 staff and \$1 billion in assets. In addition, SASCU stewards \$235 million in client investments and serves more than 5,000 insurance customers. Learn more at [sascu.com](https://www.sascu.com).

###

#### MEDIA CONTACT

SASCU Financial Group  
Barry Delaney  
President & Chief Executive Officer  
250.833.1310 | [barrydelaney@sascu.com](mailto:barrydelaney@sascu.com)