



Saskatchewan Express Refreshed

October 24, 2017, Regina, SK – Under the vision of new Artistic Director, Danny Balkwill, who took artistic and strategic leadership for the organization earlier this year, Saskatchewan Express will now be known as SaskExpress.

In addition to a change in name, a new logo and bold visual identity were today unveiled. The visual identity profiles the strength and raw dedication of our performers. Our performers make magic in music and movement. Their passion shines through.

The refreshed brand reflects our values, and honours our rich history of developing young artists and supporting their pursuit and passion for the performing arts.

Fundamental to this evolution and shift has been the arrival of Balkwill, who ascended to the artistic director role, succeeding founder and long-time community leader, Carol Gay Bell. A former performer and musician with the program, Balkwill is no stranger to the lifelong benefits for its participants.

“I can tell you firsthand that the ultimate reward of being a part of this organization is knowing you had a hand in people coming together, making lifelong friendships and inspiring dreams,” he shares. “I can’t wait to loudly and boldly remind the community that life is better with art, and to honour the talent of our performers across this province, through this brand evolution.”

SaskExpress partnered with local agency, The Phoenix Group, to develop and create the new visual identity, and will fully transition to the new look in the weeks and months ahead across all of its channels and promotional efforts.

Currently, SaskExpress is in rehearsals for its annual winter production, December 6 to 17 at the SaskExpress Theatre in Regina, and December 18 at the Broadway Theatre in Saskatoon. Details and tickets are available at SaskExpress.com or by contacting 306-522-3400.

SaskExpress is proudly presented by PotashCorp. We gratefully acknowledge the support of SaskCulture through SaskLotteries.

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SaskExpress is a proudly Saskatchewan non-profit organization igniting the creative talents of young performers. We consistently deliver exceptional instruction, entertainment and experiences.

Follow us on Twitter @SaskExpress, or search SaskExpress on Facebook, Instagram and Snapchat.

To learn more or connect for an interview, please contact:
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NEW NAME:

SaskExpress (formerly Saskatchewan Express)

NEW VISUAL IDENTITY:

Graphic, bold and modern, the new logo explores creativity and evolution. Full of momentum, the “S” is transformative—branching into an “X” that stretches outward from a central axis. Deconstructed, it is an affirmative force, open to possibility, revealing within these two shapes a sense of the ensemble—held together by one magnetic core.

The tone is new, clean, exciting, passionate, with a touch of edge.

BRAND POSITION:

We are a proudly Saskatchewan company igniting the creative talents of young performers and consistently delivering exceptional instruction, entertainment and experiences.

BRAND PROMISE:

We will infuse new energy into our experiences while continuing the integrity of our history.

OUR VALUES:

We provide **opportunity** to discover, pursue and grow passion for the performing arts.

We provide a place of **learning** and inspiration for young adults. We build strong and true character.

We are **inclusive** in all aspects of our work. We uphold a community-feeling unlike anywhere else in the world. We are a safe place for anyone who has a love for the arts.

We are an **aspirational** example of what Saskatchewan can accomplish. We represent all corners of our province both urban and rural.

We continue to maintain an enviable **standard** of instruction, talent, and performance experiences.