

## Media Release

# Argentia Management Authority Rebrands as Port of Argentia

23 Sep 2015, Argentia, NL – Argentia Management Authority has announced today a change to its organization name and the launch of a new organization rebranding program in support of this change.

Incorporated in 1995, Argentia Management Authority Inc. has been responsible for leading the economic redevelopment of Argentia for the benefit of businesses, residents and other stakeholders in the Placentia region of Newfoundland & Labrador.

Board Chair Hedley Burge states, “Over the years, Argentia has grown and our organization has grown with it. Through our strategic planning we have identified that our legal name is not serving us optimally in conveying Argentia’s key value proposition. Having listened to our many stakeholders, the core of who we are has become plain to see. We are therefore proud to announce that as of today our new organization name is **Port of Argentia.**”

Endorsing the change, CEO Harvey Brenton states, “This new name is a reflection of our growing awareness of what makes us special and our confidence in Argentia’s bright future. Going forward it will be clear to anyone looking to set up or grow their business on our site that the Port of Argentia is the organization they need to talk to. We hope everyone will embrace our new name and in doing so help us with our efforts to make the Port of Argentia the premier heavy industrial seaport in our province”.

Coupled with this name change, a new organization marketing brand has been launched today including a new Port of Argentia logo, positioning statement, web site, print materials and other marketing items. The Port of Argentia logo is crafted in a blue A for Argentia shape. Within the A shape of the logo is the outline of a ship clearly denoting the central importance of the Port in Argentia’s future. The accompanying positioning statement “Where Potential Launches Opportunity”, points to Argentia’s tremendous harbour, shoreline and upland property assets, as drivers of new business opportunities for marine freight, fabrication, offshore and other industries.

For more information, see our new web site: [www.portofargentina.ca](http://www.portofargentina.ca) or contact:

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