



FOR IMMEDIATE RELEASE

Blueberry River First Nations launches new brand and website

BUICK, B.C., March 8, 2023 – Blueberry River First Nations (Blueberry) has unveiled its new brand, which includes a modern logo and a new website: blueberryfn.com. The new brand elements symbolize Blueberry's traditional and cultural way of life, while the new website is an important tool for communicating developments and updates to Blueberry members and the wider public at this exciting time for the Nation.

The website has been redesigned to be more user-friendly, making it easier for members to stay connected and up to date, and for industry, government, and the public to learn more about Blueberry. The website features information about the Nation's leadership, its departments and services, and Blueberry's recent historic agreement with the Province of B.C. The website also includes information about Blueberry River Resources Ltd., an independent entity established to manage the business interests of the Nation, with a focus on restoration, sustainability, rights and culture.

"Blueberry River First Nations is a proud and resilient community. We are now in the position to take big strides, seize new opportunities to build and grow a sustainable, self-sufficient, and vibrant future for our people," said Chief Judy Desjarlais. "Our new brand identity reflects this journey into an era of transparency, accountability, and equal opportunity for our Nation."

Read the full logo story [here](#).

The website also includes information about the recent Treaty Rights court case win and the historic agreement with the Province, including facts about Treaty 8, the promises Treaty 8 made, what honouring those promises look like, and how Blueberry and other stakeholders in northeastern B.C. can work together in a sustainable way. Blueberry's recently signed implementation agreement with the Province establishes a new approach to land protection, restoration and resource management, and ensures that Blueberry members can continue to live their way of life for generations to come. More information about the implementation agreement will be coming soon.

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About Blueberry River First Nations

Blueberry River First Nations (Blueberry) is a self-governing Treaty 8 Nation with a traditional territory that extends over 3.8 million hectares of the Peace River region in northeastern British Columbia. With new leadership and a strong commitment to change and progress, the Nation is dedicated to collaborating with industries, partners, and governments to create an approach to land management that balances responsible development with the protection and practice of its Treaty Rights. Guided by



its cultural and traditional values, the Nation is working to enhance the quality of life for current and future generations.

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