



PRESS RELEASE

For immediate release

OFFICIAL LOGO UNVEILED FOR CHELSEA'S 150TH ANNIVERSARY CELEBRATION

Chelsea, November 27th, 2024 – The Municipality of Chelsea unveils the visual identity for its 150th anniversary celebrations at a press conference on November 27, 2024, at the Town Hall Library (100 Chemin d'Old Chelsea). Attendees, including journalists, municipal employees, members of the 150th Organizing Committee, and local elected officials, gather for an exclusive preview.

Chelsea celebrates its 150th anniversary in 2025. To do so, the Recreation and Communications departments, in partnership with the 150th Organizing Committee, made up of residents, local entrepreneurs and community organizations, have collaborated to develop an identity that honours the municipality's storied past and reflects its present and future. The design intertwines modern and nostalgic elements, highlighting the importance of sports, the environment and social cohesion within the Chelsea community.

The official unveiling allows guests to discover the new municipal logo and the slogan that will be used in 2025. In addition, a preview of next year's celebrations is presented.

"We are delighted to launch this new logo, as it reflects our rich history and our vision of a dynamic future while honoring the core values that unite our community." - Pierre Guénard, Mayor of Chelsea.

"It is with great pride that we unveil this logo today, a symbol of Chelsea's 150th anniversary, which will be celebrated next year. It embodies our rich heritage, our development and our commitment to the future. This moment serves as a reminder that every step of our journey is a collective effort and that the future promises even greater success, unity and prosperity". - Sheena Ngalle Miano, Director General and Registrar-Treasurer.

Chelsea's 150th anniversary celebrations will take place throughout 2025. The Recreation, Sports, Culture and Community Life Department is delighted with the enthusiasm generated by this event and looks forward to sharing the programming that will bring the whole community together.

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Information

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