News Release

For immediate Distribution

**QESBA launches new logo and website**

Montreal, October 20, 2021 – The Québec English School Boards Association (QESBA) is pleased to launch our new logo and website following a branding exercise.

QESBA embarked upon a detailed strategic plan, which included a component on re-branding the association logo and by default the website and all social media components.

“We are very pleased with our new logo and user-friendly website. QESBA has been around in one-way or another since 1929 and it’s timely to modernize the association externally and internally,” said QESBA President Dan Lamoureux.

“The three coloured fluid lines on the ‘Q’ represent our partners in education: school boards, parents/students and community,” concluded the president.

QESBA is the voice of English public education in Québec and represents 100,000 students in 340 elementary, high schools, and adult and vocational centres across Québec.

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