



## NEWS RELEASE

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### California Wool Growers Association Unveils New Logo

Sacramento, CA. – California Wool Growers Association (CWGA) launched a new association logo at its 157<sup>th</sup> Annual Meeting and Convention on August 17<sup>th</sup> – 19<sup>th</sup> in Cambria, CA. The new logo preserves the CWGA's heritage in a modernized and simplified format.

The logo of the CWGA has been a visual marker of the times, spanning over 150 years of its establishment. Over time, and staying relevant to the aesthetics of various eras, the CWGA has embraced contemporary styles evident in the evolution of logo designs representing the association. The logo has become a visual language that speaks to the CWGA's history of prestige, integrity and the strong foundation built over a century ago.

Remaining true to form, today the CWGA is once again acknowledging the importance of staying relevant to the contemporary styles of the times by evolving the design of its logo, a tradition like turning a chapter in the story of the association.

With the seeming exponential pace of innovation and evolution of today's 21<sup>st</sup> century modern culture, there holds great value in acknowledging history where tradition and heritage built strong foundations for lasting and resilient establishments. The CWGA itself was built by men and women who united to create the voice of California's sheep industry, forming the foundation of this ever-enduring and resilient association.

To celebrate the integrity that forefathers and mothers of the association upheld, we have the opportunity to give nod to this very history that we are now a part of today. We can do so by acknowledging and embracing the association's past to inform its future. Through the banner of our association, its logo, this message can be portrayed. The updated logo uses iconography from the 95<sup>th</sup> CWGA Annual Conference in 1956 held at the University of California, Davis.

*Since 1860, the California Wool Growers Association (CWGA) has been the voice of the California sheep industry, delivering lasting value to support and grow all segments of the California sheep industry. For information or questions about CWGA, please contact the CWGA office at (916) 444-8122 or [erica@woolgrowers.org](mailto:erica@woolgrowers.org).*