

# News Release



## Capital Region Housing rebrands to Civida

*New name for established agency signals new era of helping families find safe, affordable housing*

**April 7, 2021 (Edmonton, Alberta)** – Capital Region Housing (CRH) announced it is changing its name, branding and logo to Civida, effective today.

The name change signals a new era in providing affordable housing to families. Civida will have a new tagline, **Life Starts With A Home**, while the organization's mission, values and guiding principles will remain the same as they were under CRH.

"Our new brand signifies a bold new direction for our organization," says Greg Dewling, CEO, Civida "We've had many names over our 50-year history and this was the right time to refresh our brand and tell the world we're ready to move in a new direction."

"We also wanted to reflect the fact that we provide services to organizations outside the Capital Region, so our former name didn't really fit anymore," says Dewling. "To be clear, we will still provide the same excellent level of service and programs to our customers in the Edmonton area and our mission to provide safe and affordable housing still applies. Our staff have worked hard over the past year to make this rebranding possible – I'm very proud of them."

The name Civida (pronounced Si-VEE-duh) is part Latin, part Spanish origin. Civitas or "community" in Latin and vida, or "life" in Spanish, make up the new name. A stylized capital letter "C" will be the organization's new logo, with a new palette of colours complementing existing colours from the former brand. The

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organization also has a new website: [www.civida.ca](http://www.civida.ca) and social media platforms.

"Alberta's government is transforming the province's affordable housing system to address the growing demand and improve accessibility for Albertans in need now and in the future," says Ms. Josephine Pon, Minister of Seniors and Housing, Government of Alberta. "The rebrand of Capital Region Housing to Civida and its meaning behind the new name aligns with Alberta's government commitment to providing safe and stable housing for Albertans. Congratulations to Mr. Dewling and his board, and many thanks for their ongoing commitment to help families find safe and affordable housing."

### **About Civida**

At Civida, Life Starts With a Home. Civida has long history of providing affordable housing options for Edmonton families. We began as the Edmonton Housing Authority in 1970; in 1995, we became Capital Region Housing. Today, we are Civida — the largest provider of social and near-market homes in the Edmonton region. We also lead the way in housing research, policy development and advocacy. A lot has changed since 1970, but our mission remains the same: To provide safe and affordable housing.

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