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For Immediate Release

### **BYTE unveils new name and logo**

After 17 years of “Bringing Youth Towards Equality,” BYTE’s official name has changed to “BYTE: Empowering Youth.” The announcement was made Tuesday afternoon at BYTE’s Annual General Meeting.

“It’s a name that we think more accurately reflects what we do,” says BYTE’s Executive Director Chris Rider. “We’ve evolved a lot since the Bringing Youth Towards Equality began as a grassroots organization.”

BYTE founder and musician Nicole Edwards approves of the change.

“It makes it easier for people to understand what BYTE’s about,” says Edwards.

She says that when she and a group of Whitehorse youth founded BYTE in 1998, they were part of a broader ideological movement that wasn’t focused.

“I appreciate that now, after so many years, BYTE has identified a particular gap that needs to be filled and you’re filling that gap,” she added. “It all comes down to youth empowerment and unlocking youth potential.”

BYTE also has a new logo to go with the new name. BYTE’s Communications Officer Kara Johancsik designed the logo.

“BYTE’s brand is well-known in the community,” says Johancsik. “I hope that the new logo stays true to our current aesthetic while also giving BYTE a fresh look to carry us forward.”

BYTE also announced their updated mission statement, which is “to unlock potential through youth empowerment.”

Rider says the organization will continue to strive to meet the needs of youth in the Yukon’s rural communities in 2015-2016.

“We’re excited to offer more sessions of our *MOVE! Youth Ending Violence* program, thanks to funding from CIBC and United Way Yukon, as well as running our new

Healthy Minds workshop in more communities thanks to partnership from Northwestel,” says Rider.

BYTE will continue to focus on building relationships with youth in the Yukon’s rural communities, as well as providing youth events and opportunities in Whitehorse such as Battle of the Bands and the Canada Day Skate Comp.