

For Immediate Release

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Children’s Circle Daycare Society Announces Name Change and Unveils Strategic Plan and Fresh, Reflective Branding.

Kamloops, BC – The Board of Directors of the organization formerly known as Children’s Circle Daycare Society is excited to announce its transformation into the Early Learning Society of Kamloops. Along with this name change, we are proud to unveil our new logo, which reflects our mission and values while aligning with our newly developed strategic plan.

The decision to rebrand stems from extensive discussions during our strategic planning sessions, where we identified a clear vision: Inspiring Children, Strengthening Families, Building Community. Our mission is to build brighter futures through accessible, high-quality early learning, family engagement, and community advocacy. The name Early Learning Society of Kamloops captures the broad spectrum of services we provide and emphasizes our commitment to quality early childhood education, moving beyond traditional daycare.

Our new logo serves as a vibrant representation of this mission. At its base, two flowing rivers symbolize the nurturing strength of the North and South Thompson Rivers, grounding us in our community’s rich heritage. Rising from these roots, two upstretched hands of varying tones illustrate our dedication to diversity and inclusion, showcasing the strong support we receive from our community including Educators, families and Kamloops-at-large.

At the heart of the logo is a child, embodying imagination and exploration. This child envisions a gear, magnifying glass, and musical note within a glowing lightbulb, forming the leaves of the tree. This imagery reflects our child-led approach to education, where curiosity, innovation, and creativity thrive.

“Our new name and logo are not just rebranding efforts; they reflect our vision and strategic objectives,” said Chelsey Mack, President, of the Early Learning Society of Kamloops. “We are dedicated to nurturing each child's unique journey in an environment that celebrates diversity and empowers families. Our L-E-A-R-N strategic objectives guide us in ensuring effective governance, fostering equity, advocating for early learning, safeguarding resiliency, and nurturing the well-being of children and families.”



EARLY LEARNING SOCIETY OF KAMLOOPS

Early Learning Society of Kamloops

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This rebranding marks an exciting new chapter for the Society as we expand our services to better support families in Kamloops and beyond. The Early Learning Society of Kamloops remains committed to fostering a love of learning and creating enriching educational experiences for all children.

For more information about the Early Learning Society of Kamloops and our programs, please contact us at 250-314-5033 or info@elskamloops.org.

About the Early Learning Society of Kamloops

The Early Learning Society of Kamloops (formerly Children’s Circle Daycare Society) has been a part of the Kamloops community since 1996. As a not-for-profit society, we are committed to providing high-quality early learning experiences for children and families. Through innovative programming and a child-led approach, we aim to foster curiosity, creativity, and a love of learning in every child we serve.



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