



MANAGED  
FOREST  
COUNCIL

## MEDIA RELEASE

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### **A New Name, Look and Direction for the Private Managed Forest Land Council**

Victoria, B.C. – As of September 19 2014 the **Private Managed Forest Land Council** will be known as the **Managed Forest Council (Council)**. This working name will also be accompanied by a newer and more contemporary visual identity.

The changes reflect recommendations within a Council communication strategy completed in the fall of 2013. The study found the **Private Managed Forest Land Council**, the regulator of forest management activities on private land is often confused with the **Private Forest Landowners Association (PFLA)** which represents the interests of private forest landowners. The role of Council as a regulator was also found to be poorly understood and confusing to a number of its stakeholders. To address these issues and others outlined in its 2013 communication strategy Council is pursuing the following initiatives:

- To distinguish itself from the PFLA council has changed its name and adopted a new more contemporary visual identity
- Council will work to increase its profile and awareness amongst community leaders and key government and industry decision –makers
- Council will pursue a strategy of cementing its role with stakeholders as the regulator of sustainable, socially and environmentally responsible forest management practices on private managed forest land, and finally,
- Council will communicate with stakeholders the important role it plays in promoting and encouraging sustainable forestry with owners

“It is important Council promotes the benefits of sustainable forestry and demonstrates how the performance-based management of privately owned forest lands support and uphold the economic, social and environmental values of local communities”, said Rod Davis, Chair of the Council. “As an organization our goal is to address the issues outlined within our communication strategy in a much more comprehensive manner”.

**For further information contact:**

Phil O’Connor, Executive Director

Managed Forest Council

250.386.5737

[Phil@MFCouncil.ca](mailto:Phil@MFCouncil.ca)