

FOR IMMEDIATE RELEASE

CHICA-CANADA Officially Rebrands as IPAC Canada

Monday, January 6, 2014 (WINNIPEG) – CHICA-Canada is pleased to announce that it has officially rebranded itself as IPAC-Canada.

The changeover is effective as of January 2, 2014 and brings with it a new identity for the organization. The new association name now clearly describes the work of the association and its members and addresses the universality of member disciplines. Incorporated in 1976, the organization represents 1,700 infection prevention and control professionals. “This is a landmark day in our history,” said IPAC-Canada President Bruce Gamage. “IPAC-Canada has vision to be a major national and international leader and the recognized resource in Canada for the promotion of best practice in infection prevention and control.”

Headquartered in Winnipeg, Manitoba, IPAC Canada includes 22 regional chapters stretching across the country. The rollout of the new brand includes new logos in both English and French, a new website (www.ipac-canada.org) and significant changes to IPAC’s social media presence.

In describing the rebranding process, Executive Director Gerry Hansen says, “An initiative of this nature is not one that can be handled lightly. We worked extensively with both our board of directors and external shareholders to ensure that our new identity would resonate with all parties. We’re extremely pleased with the effort put in by all individuals involved.”

The focus for IPAC Canada now shifts to other priorities within the strategic plan, which calls for increased public recognition of the association and its members’ mandate to protect the health of Canadians through vigilant infection prevention and control.

About IPAC-Canada

IPAC Canada, formerly CHICA–Canada, is a national, multi-disciplinary, voluntary association of Infection Prevention and Control Professionals (ICPs) with 22 chapters across the country dedicated to the health of Canadians by promoting excellence in the practice of infection prevention and control. Visit IPAC Canada’s website (www.ipac-canada.org) for infection prevention and control information.

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