



Telling the Story of the Niagara Escarpment  
World Biosphere Reserve

## **MEDIA RELEASE**

### **For Immediate Release:**

### **The Giant's Rib Discovery Centre Rebrands and Launches a New Name**

The Giant's Rib Discovery Centre (GRDC) is an organization dedicated to educating the public about the environmental significance of the Niagara Escarpment and the importance of its preservation. In an effort to further emphasize its role as an educator and protector of the Escarpment - and to better identify the term "Giant's Rib" as a name which refers to the Niagara Escarpment - the GRDC is pleased to formally present its new logo and announce its new name: the Giant's Rib Escarpment Education Network (GREEN).

"As we began our efforts to expand and improve upon our existing programs, feedback told us that the words 'Giant's Rib' didn't resonate the idea of the Niagara Escarpment," says Chris Hamilton, President of GREEN. "It is one of the Escarpment's many nicknames, but the name 'Giant's Rib', we've been told, conjures up images of a rib joint! The new name more accurately reflects what we do and clearly associates us with the Niagara Escarpment. Now it falls to us to build upon and expand that network."

The rebranding of the organization perfectly reflects its growth from a single Discovery Centre to a network of Discovery Centres along the escarpment. Additionally, the new title encapsulates GREEN's public programs, educational tools, redesigned website and volunteers as integral parts of this greater network.

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