



DISTRICT OF RAINY RIVER SERVICES BOARD

Media Release

Board Approves Corporate Name Change and New Logo

Fort Frances, Ontario – 2023/08/22 – The Rainy River District Social Services Administration Board (RRDSSAB) will now be known as the District of Rainy River Services Board (DRRSB) after the Board approved the name change, along with a new logo, at last week’s regular meeting.

The lengthy RRDSSAB name no longer accurately describes the services offered through the organization. With most programs directly delivered by the RRDSSAB, it was suggested the word “Administration” be removed, and since Paramedic Services and Community Paramedicine are not considered social services, it was suggested the word “Social” also be removed. This change alone would have left the organization’s acronym the same as the Rainy River District School Board’s, which would lead to much confusion. So, in following a number of other DSSAB’s that use “the District of” in their title, the Board agreed to the more condensed name of the District of Rainy River Services Board.

Along with a new name, the Board approved the proposed logo that provides an overall pictorial reference that the services offered help people, whether it be children, seniors, patients, etc. The new logo shows hands supporting people. In addition, the four colours chosen are meant to reflect the colours in the original logo, while opting for more complementary tones.

Look for the new name and logo on newly developed and refreshed handouts for the public across all departments.

The DRRSB is committed to meeting the needs of the community by providing services with care, integrity, and accountability. The DRRSB delivers Early Learning and Child Care, Ontario Works, Community Housing and Homelessness Services, and Paramedic Services across the Rainy River District.

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