‘Skwlax Resource Management Ltd., a Skwlāx te Secwepemcúl̓ecw owned company, is pleased to announce the successful completion of its rebranding initiative. This significant milestone represents a transformative step forward for the company, symbolizing new beginnings and an unwavering commitment to achieving lasting success.

Since opening the doors in 2021, Skwlax Resource Management Ltd. has been instrumental in fostering new opportunities and driving the expansion of the community it serves. Our vision was to create a dynamic entity capable of propelling Skwlāx te Secwepemcúl̓ecw into a more comprehensive array of industries, utilizing our specialized and integrated skill set to unlock potential previously beyond reach.

The new brand identity embodies a profound narrative, where even subtle changes have a deep cultural and historical significance to the community. Drawing inspiration from Skwlāx te Secwepemcúl̓ecw's other successful enterprises, such as Chevron Gas Station and Quaaout Lodge and Talking Rock Golf Course, Skwlax Resource Management Ltd. proudly incorporates the Skwlāx (Black Bear) into the new logo and brand.

Skwlax Resource Management Ltd. is excited to share more on the company’s new logo, brand, and the story behind it, with all of our valued employees, customers, current and future partners as we move forward in this new chapter.

To explore Skwlax Resource Management Ltd.'s updated website, new brand, and learn about our comprehensive range of services, please visit [www.skwlax.com](https://can01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.skwlax.com%2F&data=05%7C01%7Clread%40lslb.ca%7Ca45b20cd2e4a4a0a08ae08db83ddeaf4%7C7353ef1db97c48fcac70e7f7b2fa4017%7C1%7C0%7C638248761379035948%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=ZnT2x8pMRRiaNQGlIhr%2FqoN3E6Cj4TotobWK0xwGvms%3D&reserved=0).

About Skwlax Resource Management Ltd.

At Skwlax Resource Management Ltd., we embrace a simple yet powerful approach: enhancing and expanding the operations of existing Skwlāx te Secwepemcúl̓ecw enterprises while pursuing new ventures that foster economic diversification and strength within our community. Committed to shaping a brighter future for the Skwlāx te Secwepemcúl̓ecw and its people, we strive to forge a path of sustainable growth and prosperity.’