



STINGERS ★ UNITED ★

**Concordia University unveils the new
look of its varsity sports teams**



#STINGERSUNITED

September 2, 2015



CONCORDIA UNIVERSITY UNVEILS NEW LOOK FOR ITS VARSITY SPORTS TEAMS

New uniforms to make debut at football home opener

Montreal, September 2, 2015 – Stronger, cooler, sleeker and, most importantly, united. That's the message the new Concordia Stingers brand, logo and uniforms will convey to their fans as well as their rivals. It's a bold departure while remaining true to the spirit and tradition of varsity sports on campus.

"We wanted our new image to transcend sports and competition", says Alan Shepard, president and vice-chancellor of Concordia. "We also had a unique opportunity to further strengthen the already deep sense of pride that exists within the Concordia community. From our students and their parents, our faculty and staff, to our alumni and donors, we are hoping to unite everyone who has a connection with the university."

The new logo retains the traditional yellow and burgundy colors - respecting the history and influence of the university's two founding institutions, Loyola College and Sir George Williams University - complete with stripes and a stinger. All the varsity teams will sport new uniforms starting with the opening games of their respective seasons.

"At the heart of the rebranding process was a reflection on who we are and what we stand for," says Patrick Boivin, director of Recreation and Athletics.

The process was inspired by five pillars of Concordia's sport programs: passion, adversity, roots, the road (an athlete's journey to the field of play) and the hive (the buzz created by an engaged fan base).

The new look was developed following extensive consultation with students, coaches, athletes, alumni and staff. With the goal of uniting the community, a multidisciplinary team was pulled together consisting of 20 students who prepared scripts to be used in videos, publications and on the university's multimedia platforms. Award-winning photographer, videographer and Concordia alum John Londono oversaw the photography and video production.

Over 350 student-athletes who play on 10 different varsity teams represent the Stingers. The launch of the new branding sets the stage for the upcoming sports season. "This is a very exciting time for our student-athletes, coaches and staff members," says Boivin. "We are embarking on a new road that builds upon our rich history and a passion that will lead us to future success."

Football fans will get an opportunity to see the new uniforms on Friday, September 4, when the Stingers play their season-opener against the Université de Sherbrooke Vert et Or at Concordia Stadium (7200 Sherbrooke St. West). The game starts at 7 p.m., preceded by a tailgate party at 5 p.m.

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★ ★ **STINGERS UNITED** ★ ★

The Stingers United Project represents a new way of thinking about our teams. Created by a unique collective of students, athletes, former athletes, community members and communications professionals, this grass-roots initiative will stoke the passion of our players and help spread the word throughout NDG and Montreal. The Project is divided into Passion, Roots, Adversity, the Road and the Hive, and stands as a raw, potent expression of what it means to put on a Stingers jersey and play for a higher purpose.

Stingers are the future.

Stingers United.



[Click to download Stingers logo](#)

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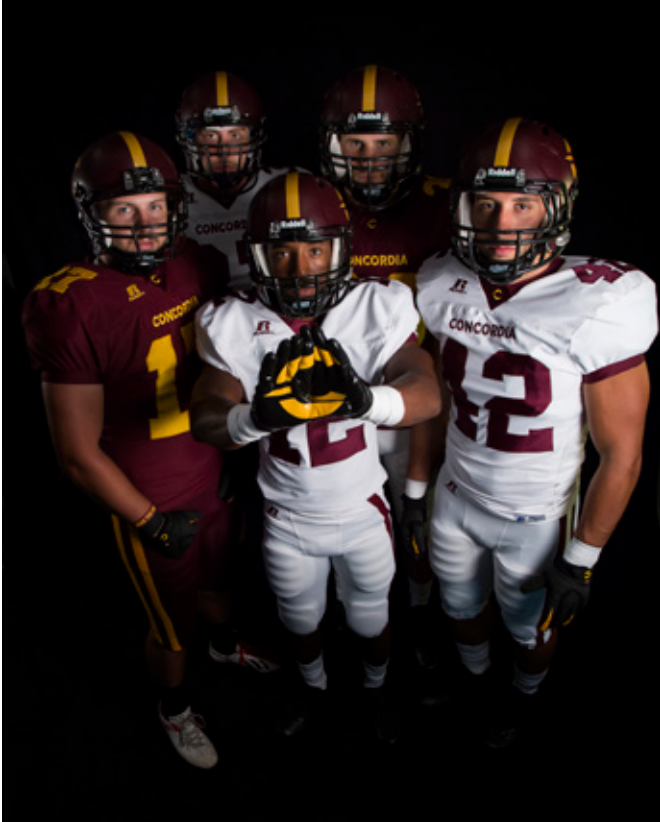
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★ ★ MULTIMEDIA ★ ★



New football uniform (home and away)



New football uniform (helmet)

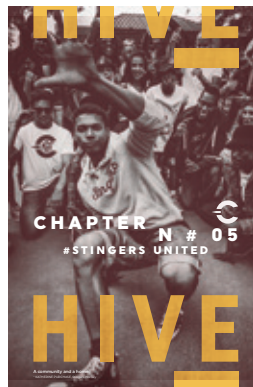
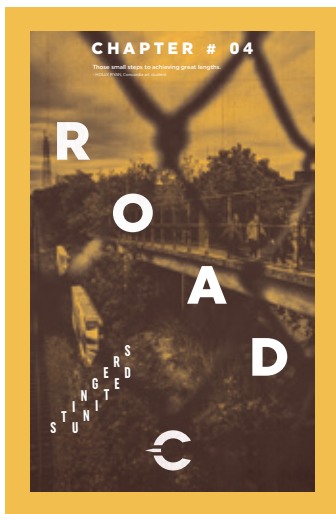
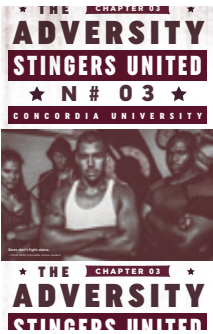
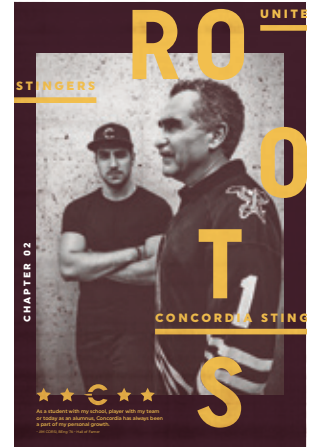


[Video link: 'StingersUnited-Introduction'](#)



[Drone video of the football field with new logo](#)

★ ★ THE FIVE PILLARS ★ ★



[Click to download poster series](#)

★ ★ WHO ARE THE STINGERS? ★ ★

Concordia University's student-athletes push their physical limits and mental endurance on a daily basis in an array of sports. This dedication as well as exceptional athletic skills are part of the requirements the individuals must meet to be Stingers. In return they represent the University at elite competitions across Quebec, Canada and beyond.

Athletics by the numbers

- ★ **350** student-athletes
- ★ **10** varsity teams, **4** club teams
- ★ **75** exciting sporting events at Loyola campus annually
- ★ **371** Canadian Interuniversity Sports (CIS) academic all-Canadians
- ★ **1** Rhodes Scholar
- ★ **289** CIS all-Canadians
- ★ **19** Stingers who became Olympians
- ★ **65** Stingers who were signed by CFL or NFL teams
- ★ **13** national championships

Concordia varsity sports

- ★ Football
- ★ Men's Basketball
- ★ Women's Basketball
- ★ Men's Hockey
- ★ Women's Hockey
- ★ Men's Rugby
- ★ Women's Rugby
- ★ Men's Soccer
- ★ Women's Soccer
- ★ Wrestling

Concordia Club Sports

- ★ Baseball
- ★ Cross-Country
- ★ Golf
- ★ Skiing

OUR ROOTS

The Stingers were born of Concordia's two founding institutions, Loyola College and Sir George Williams University. The Warriors and the Georgians first joined forces in the 1975-76 season, a year after Concordia was officially formed. Previously rivals, the teams learned to play together, establishing the first Stinger roots.

WHERE WE PLAY

Loyola Campus is the centre of activity for student athletes.

It is the location of two playing fields fitted with artificial turf, including Concordia Stadium with seating for approximately 4,000 spectators.

The Stinger Dome is an air-supported structure installed over the south field open from November to April. The heated facility is used for varsity soccer, rugby, baseball, camps and tournaments.

The Concordia athletics complex includes a gymnasium, varsity weight room and an athletic therapy clinic as well as the Ed Meagher Arena. The newly renovated arena features an ice surface that meets National Hockey League (NHL) standards. The 1,000-seat facility has a CO2 green system that keeps the high-quality rink running 11 months of the year.

Concordia's PERFORM Centre, a major health research facility on the Loyola Campus. It offers a state-of-the-art conditioning floor that is available for use by the community and student athletes.

★ ★ **OUR PARTNER** ★ ★



Concordia becomes the only Canadian university to reach an agreement with Fruit of the Loom Canada to have the company's Russell Athletic brand become the official uniform and apparel provider for its varsity sports teams. Russell Athletic is a brand that is synonymous with collegiate sport in the United States.

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