



The New Brunswick Multicultural Council Inc. unveiled its new logo on Tuesday in Fredericton. The council will be bringing in some new and innovative changes, in addition to the logo, in the coming months. Managing director Alex LeBlanc pulls the curtain off the new logo. PHOTO: SEAN MCCULLUM/THE DAILY GLEANER

# New logo, attitude unveiled for New Brunswick Multicultural Council

## Group looks to shape a culturally inclusive province

SEAN MCCULLUM  
THE DAILY GLEANER

The New Brunswick Multicultural Council Inc. unveiled its new logo on Tuesday as a kickoff to some new changes aimed at boosting the province's immigrant culture, acceptance, and population.

The council is the group that represents 16 different multicultural associations across the province, one of those being the Multicultural Association of Fredericton.

"We consulted the members across the province that range in size," said Alex LeBlanc, managing director of the New Brunswick Multicultural Council.

"It was important that all of our membership could connect with the logo, and that New Brunswick relate with the logo."

LeBlanc pulled back a green curtain that covered the wall in a studio in downtown Fredericton, and revealed a printing of the council's new logo.

It's a green fiddlehead with different coloured leaves protruding from one side

of the stem.

"The fiddlehead is a symbol of growth and resilience. It's inclusive. It nourished the First Nations communities across New Brunswick; it nourished the Acadians. Many cultures have a relation to the fiddlehead, so we thought it was a good symbol to encompass all of the cultures in a broader vision of multiculturalism," said LeBlanc.

The managing director of the council said he expects the new logo will bring a new attitude along with it.

"Hopefully people can see us as a resource to advise on immigration, multiculturalism, cultural inclusion in the workplace, and we can be that hub for information and resources," he said.

Immigrant populations are larger and growing faster in the province's larger cities such as Fredericton, Saint John and Moncton, but smaller communities have a lot to offer immigrants as well, LeBlanc said.

"Francophone immigrants are seeing tremendous opportunities in rural francophone communities."

In the current system, 625 newcomers are welcomed into the province annually. LeBlanc would like to see this number increased and he isn't the only one.

"At the moment the premier has

requested the federal candidates push for increasing the provincial nominee amount from 625 to 1,500," said LeBlanc.

"We really do need to increase the number of immigrants coming here if we want to make a significant impact."

Mike Timani, council president, is a big fan of the logo and he said it isn't the only new thing coming to the council.

"The concept is growing together," said Timani. "You have to continue to update, especially today when immigration is needed."

Timani said the logo is the first of many changes and innovations coming to the council.

"This is just the start," said Timani. "In the future, other things and updates will be coming out."

The president believes that an increased number of immigrants sponsored under the provincial nominee program could positively affect New Brunswick's economy and help replace the aging population.

"This directly affects how we grow as a province," said Timani. "Without immigrants today, to be honest, we can't move forward. Our whole idea is really the community, the immigrants themselves, and the government working together towards a common goal."