



## **“Our Cardinals will now grow United”**

### ***March 2024 – Caledon East, Ontario***

The winds of change are flowing through the air and they’ll be joined by a bright red Cardinal starting this Spring.

The Caledon Soccer Club has announced a brand new identity to their house league participants, rebranding the house league as the Caledon Cardinals.

It is a proud moment for the Caledon Soccer Club; as now their house league participants will have a proud logo of their own to stand by - a bird that flocks together.

So why a Cardinal? Cardinals are very meaningful birds, with so much history and symbolism. If a cardinal shows up in your life, it always captures your attention. It’s bright red flair captivates audiences, and the Caledon Soccer Club wanted it’s youngsters to have not only a logo they can identify with, but something they can be proud of.

“It’s an exciting time”, comments Gabriel Borges, Executive Director of the Caledon Soccer Club. “Our house league is the building block to what makes our club as successful as it is. Cardinals symbolize power and stability of a strong family; which is the definition of the Caledon Soccer Club. Our Cardinals will now grow United.”

The Caledon Soccer Club will be introducing their new House League logo just in time to be printed on all their house league jerseys.

A fun, mascot naming contest will also be taking place and will be announced in the weeks to come.

### **Caledon Soccer Club**

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