

FOR IMMEDIATE RELEASE – CFUW launches new brand and website

OTTAWA, January 5, 2024 – CFUW is delighted to announce the launch of our new brand and website, the culmination of a two-year process that involved significant consultation with Club members across the country.

Going forward, CFUW has made the decision to work under and be known by our acronym, rather than our historic name “Canadian Federation of University Women - La Fédération Canadienne des Femmes Diplômées des Universités.” By removing the focus on the word “university,” this decision aims to be more inclusive, reflecting the fact that a university degree is not required to be a welcomed and equal member of the organization. At the same time, continuing to use our acronym maintains and honours CFUW’s rich historical legacy.

CFUW’s new look also entails a new tagline—“Realizing potential. For all women. Le pouvoir par le savoir.”—and a new logo. With its opening book and flame, the logo encapsulates what CFUW has stood for throughout its 100-year history, and what it continues to stand for today: The opening book represents our foundation in learning and education, which is always open and expanding. The unfolding pages symbolize our long history with its many achievements and diversity of members. Finally, the center flame recalls the “lamp of learning” of our previous logo, representing our legacy and lighting the way upward and forward.

Alongside our new brand, CFUW has launched a modernized [website](#), full of up-to-date details about our story and work as a national organization. With information about our Clubs, Committees, and National Office, the website is designed for prospective and current members alike. It also contains a wealth of resources and campaign materials for our many advocacy endeavours, centered around CFUW’s three national priorities: Education, Equity and Social Justice, and Safe and Healthy Communities.

CFUW encourages our members, partners, and allies to familiarize themselves with our new [brand](#) and [website](#), and to reach out with any questions. We look forward to continuing to pursue our mission of achieving equality and social justice through continuous learning and empowerment.

About CFUW

CFUW is a non-partisan, self-funded organization with 94 clubs across Canada and over 6,600 members. Since the founding of CFUW in 1919, our mission has been to achieve educational and economic equality and social justice through continuous learning and empowerment. Our vision is that women and girls are educated and empowered to make transformative change in the world.

For more information, please contact CFUW’s Executive Director at execdir@cfuw-fcfdu.ca