

## Jensen Centre is the New Name

City of Parksville Council approved the renaming of the Parksville Community Centre at 132 Jensen Avenue East to the Jensen Centre. The community has known 132 Jensen Avenue East as the Parksville Community Centre for more than twenty years, but it will now have a new identity.

The City of Parksville owns the trademark to the name, Parksville Community Centre, with full and exclusive legal rights to the name. The City has agreed to allow the Parksville Community Centre Society to continue the use of the name and associated branding for a five-year period, subject to entering into a licence agreement and terms with the City.

The City is pleased to provide this agreement to the society and provide clarity for the public. Since the Parksville Community Centre Society opened the Parksville Community Centre on Mills Street in 2022, members of the community have expressed frustration and confusion with two facilities with the same name, confusing the Mills Street location with the Jensen Avenue location. Over the past two years, the City has attempted to brand the facility as the Parksville Community Centre on Jensen; however, this did not eliminate confusion. Renaming the facility as Jensen Centre will also facilitate emergency response to the correct location.

As the home of the Parksville Child and Family Centre, the Jensen Centre will continue to provide services and amenities to the community. To support the change in name, new signage will be installed on the building and City staff will update online information and directories.

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### For more information:

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*The City of Parksville is located on the traditional territory of the Coast Salish Nations,  
home to the Snaw-Naw-As First Nation and the Qualicum First Nation.*

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