

January 3<sup>rd</sup>, 2025

Linda Rempel  
886 Vancouver Street  
Prince George, BC V2L 2P5  
250.617.2929

Mayor and Council  
City of Prince George  
1100 Patrica Blvd.  
Prince George, BC V2L 3V9

To: Mayor Simon Yu and Council,

At the November 26<sup>th</sup>, 2024, Prince George Chamber Commerce Mayor's breakfast, Mayor Simon Yu charged all citizens to become ambassadors for Prince George. In doing so, I'm asking Mayor and Council to consider changing Prince George's slogan from 'BC's Northern Capital' to 'The Heart of BC'.

Now is the time for inclusive, transformative language that promotes unity and civic pride. Our city's commitment to Truth and Reconciliation far surpasses our current colonial slogan. Like the heartbeat, the drumbeat is a strong image in indigenous culture. It is the centre, the life-force, the power that moves us forward.

Pumping life giving blood throughout, the human heart is a vital organ located in the centre of the body. Similarly, Prince George is geographically situated in the centre of the province and a vital transportation hub connecting and serving the entire province and beyond.

The heart symbolizes the core values Prince George is known for showcased by the "Hearts in Windows" movement during the pandemic. We are a spirited city filled with generous, community minded citizens who have embraced philanthropy and volunteerism as a way of life.

City signage is a way forward for prominent representation of the Lheidli T'enneh First Nation with suggested words such as: Hoonust'i whusahya (translates as All Welcome in Dakelh). The abundance of talented local artists could capture and elevate the beauty and history of our indigenous origins. Let our surroundings celebrate indigenous culture and promote reconciliation and healing.

Prince George is an unmatched city of community, business and industry opportunity, innovation, sports, the arts, and leadership, with an abundance of wide open spaces in every direction offering nature's best. Lifestyle dreams can become a reality in Prince George as it is truly 'The Heart of BC'.

Respectfully submitted:

Linda Rempel