



Recreation facility reimagined as Co-op Place

Civic Centre: Twin Arenas & Drill Hall receives a sponsored rebrand

Tuesday, January 17, 2023 (Wetaskiwin, Alberta) — One of the city’s busiest hubs of activity will be heading into the new year with a new name. The Civic Centre: Twin Arenas & Drill Hall will now be named Co-op Place following a sponsorship agreement between the City of Wetaskiwin and [Wetaskiwin Co-op](#).

The new name and signage were unveiled during a ribbon cutting ceremony Tuesday, January 17, in front of the main entrance of the newly christened facility, with members of city council and representatives from Wetaskiwin Co-op present for the occasion.

“The City is really excited about the partnership with Wetaskiwin Co-op and the new name of our Civic Centre: Co-op Place,” said Mayor Tyler Gandam. “Co-op Place will continue to be where our kids learn to skate and play hockey, where they chase the dream of playing in the NHL or represent Canada in Olympic figure skating, and our community comes together to host tournaments and events of all sizes.

“Wetaskiwin is fortunate to have businesses like Wetaskiwin Co-op who see the value in investing locally and supporting the community.”

A [request for proposals](#) was issued by the City in September 2022, calling for proposals from local businesses and organizations interested in securing the naming rights to the Civic Centre as part of a 10-year naming and sponsorship agreement. Wetaskiwin Co-op was the sole applicant for the naming rights to the full Civic Centre venue by the initial November 25, 2022 deadline.

The final approval for the Co-op Place naming sponsorship received unanimous council support during [council’s regular Monday, January 16 meeting](#).

“Our recreation spaces in Wetaskiwin are essential to the strength, diversity, and vitality of our community,” said Wetaskiwin Co-op General Manager Allan Halter. “This partnership with the City of Wetaskiwin will continue to provide residents of Wetaskiwin and surrounding areas a multiuse facility where they can gather and share enriching social, artistic, sporting, and cultural experiences. The Wetaskiwin Co-op is a proud and committed community supporter.”

Wetaskiwin Co-op has often stepped up to sponsor local groups and events, and has partnered with the City for major sponsorship in the past with the Co-op Competition Pool and the Co-op Agro Centre Room, both located in the [Manluk Centre: Wetaskiwin Regional Aquatics and Fitness](#).

The unveiling and light up of the new signage arrived in time to debut for the [Sentinel Storage Alberta Scotties Tournament of Hearts](#) — the Alberta provincial women’s curling tournament run by Curling Alberta — which will be hosted at Co-op Place from January 18 to 22, 2023.

Secondary naming sponsorship opportunities are still available for the constituent parts of Co-op Place (i.e., Drill Hall, Arena 1, Arena 2, and dressing rooms). Visit [wetaskiwin.ca/731/Tenders-RFPs](#) for more details.

About the Wetaskiwin Co-op

The Wetaskiwin Co-op was formed in 1917 with a mission to fulfill its customers’ needs with a wide range of product, services, and growing solutions in the community we serve. Visit [wetaskiwinco-op.crs](#) to learn more.



**About the City of Wetaskiwin**

Wetaskiwin is a secure, connected, and inclusive community, home to a diverse population of nearly 13,000 people. Located only 30 minutes south of Edmonton International Airport, the City of Wetaskiwin provides a high quality of life through ample recreation opportunities, diverse cultural activities, and a modernized, business-friendly downtown.

Residents are encouraged to share their thoughts on the levels of service provided by the City by reaching out directly to council. Contact information for mayor and council is available at wetaskiwn.ca/mayor-council.

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Media contact:
Kristen Hewlett, Communications Manager
City of Wetaskiwin

(p) 780.361.4415 **(c)** 780.335.2742
kristen.hewlett@wetaskiwin.ca

