



January 25, 2011

One of the ASAA's major partners, the Rural Alberta Development Fund (RADF), has rebranded itself! The exciting changes are meant to reflect the personality of RADF. This personality is inherent in the brand's logo and other visual elements.

RADF's logo uses the organic image of three leaves of grass to represent growth, innovation, and sustainability. The combination of blue, green, and grey represent the collaboration between Alberta's visionaries, communities, and varied stakeholders who continue to develop Alberta.

RADF has provided the ASAA with support to embark on a landmark initiative to provide high quality online coach education to coaches across Alberta. The project will capitalize on new technologies to deliver courses to coaches in hard-to-reach rural Alberta from the comfort of their own home. The goal of the project is to develop capacity for high school coaches to hone their coaching skills without needing to leave their community to do so. Without RADF support this project would not be possible.

### **About RADF**

Rural Alberta Development Fund (RADF) is a not-for-profit company that focuses on helping rural communities build capacity and leaders. It was created in 2006 to support rural communities, regional alliances, and organizations in kick-starting projects that contribute to a stronger, more sustainable rural Alberta. At start-up, it was given \$100 million by the government of Alberta to invest in programs that contribute to the growth, prosperity, or quality of life of rural Alberta. It is particularly interested in projects that fit and build community capacity and put innovation to work.

For more information, please check out [www.radf.ca](http://www.radf.ca), and keep an eye on the ASAA homepage ([www.asaa.ca](http://www.asaa.ca)) for more information about the launch of the online coach program this spring!