



**Snuneymuxw
First Nation**

NORTHWEST
P R O P E R T I E S

FOR IMMEDIATE RELEASE

Island Wolf Properties Names South Nanaimo Lands Community

NANAIMO, BC; December 14, 2007 – After months of research and consultation with community stakeholders, Island Wolf Properties has announced that the South Nanaimo Lands community will be named “Sandstone”.



sandstone

the stories continue ...

Kelly Richter, Director of Marketing for Northwest Properties stated, “The new logo for the South Nanaimo Lands community features the Sandstone name, and a number of images that are artistic interpretations of Petroglyphs, featuring elements taken from nature and the four seasons.

“The tag line **the stories continue...** references the continuing stories passed down through generations by the Snuneymuxw people, as well as the stories that will be created as this area is developed into a community.

“Island Wolf Properties would like to thank the many people within the community who assisted us in finding a name that represented the partnership between the Snuneymuxw people and the greater Nanaimo community.

“In particular, we appreciate the time and efforts of the staff of the Nanaimo Museum, the Nanaimo Archives, the City of Nanaimo Planning Department, the Elders and the Chief and Council of the Snuneymuxw First Nation and their staff members. The Sandstone logo was created by the design team at Impact Visual Communications, a Nanaimo based full service communications agency”.

Sandstone is a 726 acre comprehensive development project that will consist of residential, retail, recreational, commercial and industrial components. The Island Wolf Properties team is currently working on the master plan for the community, in consultation with the City of Nanaimo and the community, through the public consultation process. The overall development is expected to be phased over a 10 to 15 year period relative to market demand.

Sandstone is owned by Island Wolf Properties, a joint venture partnership between Northwest Properties and the Snuneymuxw First Nation.

For Further Information Contact:

Kelly Richter
Director of Marketing
Northwest Properties
604 220 3517
kelly@nwproperties.ca



sandstone

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Backgrounder to Sandstone Nanaimo:

There is a rich and powerful history of Petroglyphs in and around the Nanaimo region. Petroglyphs are marks on stone created by Coast Salish First Nations people. In the past Petroglyphs were often carved on sandstone, which is a smooth sedimentary rock composed mainly of sand-size mineral or rock grains.

Locations for these carvings were chosen carefully, and were almost always made at places of power or mystery – places where the forces of nature were believed to be especially strong. These markings continue to be very sacred and powerful symbols that are given new meanings because they have been added to as time has gone on.

Sandstone formations are found throughout the South Nanaimo Lands property, and are particularly notable at the property along the Island Highway, which will be the gateway to the new Sandstone community.

The four symbols chosen for the new Sandstone logo have many different meanings and as a whole represent the diversity of the land and the community that will be created. Some of the depictions for the four symbols are:

Sun

Summer
Community
Happiness
Fun

Star

Winter
Snowflake
Dreams
Excellence

Leaf

Spring
Nature
Green Lands
Environment
Recreation

Fish

Fall
Food
Wealth
Abundance

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