



MEDIA RELEASE

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AAMDC Announces New Identity; Meet the Rural Municipalities of Alberta

For more than 100 years, the Alberta Association of Municipal Districts and Counties (AAMDC) has made it our mission to ensure the interests of rural municipalities in Alberta are effectively represented. Over time, we've evolved with the changing needs of our members and associate members, both within Alberta and beyond, to remain relevant and valued to those we serve.

As we continue to grow, we recognize the importance of having an identity that resonates with our members and partners, and unifies all divisions of our organization. And so, we are excited to re-introduce ourselves as *Rural Municipalities of Alberta*, or *RMA*.



Our renewed brand makes it easier for people to comprehend who we are and what we represent. It also gives us greater flexibility to market ourselves to a wider audience, to grow our advocacy, and expand our business for the benefit of all members.

We will, however, continue to provide the same proactive leadership and collaborative work ethic to address the needs of our members. Our organization continually seeks to be accountable and transparent in our actions, while operating with integrity on behalf of our members and with various levels of government and other stakeholders.

Rural municipalities in Alberta are diverse, forward thinking, and support rural Alberta as one of the key economic drivers in the province. Alberta's municipal districts and counties deserve a unified voice. The RMA is proud to serve in that role.

Welcome to a new era of building strong, vibrant, and resilient rural communities – welcome to RMA.

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