

## FOR IMMEDIATE RELEASE

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### Leigh marketing & creative agency CRE8 launches rebrand for Tyldesley's Pelican Centre

Tyldesley community leisure and fitness facility, and registered charity, the Pelican Centre has celebrated the launch of its rebrand ahead of the Centre's 10<sup>th</sup> anniversary in 2022.

Undertaken in partnership with **Leigh-based marketing and creative agency CRE8**, the rebrand breathes life into the independent Centre with a new logo and brand messages which appeal to the Pelican Centre's broad local audience of schools, families, older residents and sports clubs.

#### The Pelican Centre's story

Formerly Tyldesley Baths, the Centre was rescued by community members and opened in 2012. Operated by a small team of permanent staff, volunteers and trustees, the not-for-profit Centre offers quality swimming, gym and class facilities, volunteering, community spaces and charitable support.

#### The rebrand launch

The Centre's rebrand was unveiled on 5<sup>th</sup> July by Margaret Partington and Sylvia Robinson, two long-standing members of the Pelican Centre, together with members of staff and trustees.

The rebrand, developed entirely in-house by CRE8's design, branding and copywriting team, communicates values which were defined through an in-depth consultancy exercise. A new logo is accompanied by 'Feel Good Fitness', and a mission statement which tells the Centre's story:

*"To help our local community to feel good mentally, physically & socially through fitness, friendship & charitable support."*

#### The Pelican Centre's Business Manager Natalia Stothard:

*"Entirely self-funded, the Pelican Centre is proud to be the largest independent centre in Wigan Borough. As we look ahead to our 10<sup>th</sup> anniversary, we're building on our strong community roots with this new brand which communicates our welcoming and charitable values, and that local people can be really proud of."*

*We've worked with CRE8 for a few years now, and they understand our brand so well. The rebrand is an exciting step for us, and we're delighted with the results which give us a great platform for growth."*

#### CRE8 Marketing Manager Victoria Gregson:

*"The Pelican Centre is an established focal point in the area, and we're pleased that the rebrand has been well received locally. It was vital for us to give the Centre an independent identity that reflected its unique place at the heart of the community. The rebrand gives the Pelican excellent future opportunities, with a confident brand that shouts about the Centre's 'feel good' approach to its work."*

*CRE8's in-house marketing and creative expertise delivered the project efficiently. A deep understanding of the Pelican, great communication and clear, shared goals ensured a seamless project from the start through to launch."*

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The Pelican Centre is a community-led leisure facility. The registered charity, run by volunteers and a small team of staff, offers swimming sessions, lessons, a fully-equipped gym and classes, and room hire for local groups. The Centre uses memberships to support the community with activities such as free swimming lessons, room hire, and facilities and toiletries for the homeless.

[www.pelicancentre.org](http://www.pelicancentre.org)

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