



SOCCER BOWL '83 VANCOUVER MEDIA RELEASE

FRIDAY, MARCH 25, 1983

*** SOCCER BOWL '83 LOGO UNVEILED ***

THE 1983 NASL SOCCER BOWL LOGO WAS UNVEILED FOR THE FIRST TIME TODAY AT THE INAUGURAL SOCCER BOWL MEDIA LUNCHEON AT THE HYATT REGENCY HOTEL IN DOWNTOWN VANCOUVER.

THE LOGO WAS DESIGNED LOCALLY BY DICK MARTIN, FOLLOWING INITIAL INPUT FROM VANCOUVERITE TED COULING AND THE NASL MARKETING STAFF.

SOCCER BOWL '83 CHAIRMAN PETER WEBSTER SAID THE LOGO "GRAPHICALLY DEPICTS VANCOUVER'S NEWEST LANDMARK, THE B.C. PLACE STADIUM, AND THE OLDEST LANDMARK - THE COAST MOUNTAINS - IN STYLIZED FORM. ALSO, THE STYLIZED NASL SOCCER BALL DEPICTS THE ACTION THAT WILL TAKE PLACE INSIDE THE DOME ON THE 1ST OF OCTOBER."

THIS MARKS THE FIRST TIME THE OFFICIAL NASL SOCCER BOWL LOGO HAS BEEN DESIGNED OUTSIDE OF THE NASL MARKETING DEPARTMENT.

"YOU'LL BE SEEING A LOT OF THE LOGO OVER THE NEXT FEW MONTHS," SAID WEBSTER. "IT WILL BE USED ON ALL PRESS RELEASES, LETTERHEAD AND DOCUMENTS DEALING WITH SOCCER BOWL '83. WE ON THE SOCCER BOWL COMMITTEE FEEL IT PERFECTLY DEPICTS THE STADIUM, THE CITY, THE SPORT, AND MOST IMPORTANTLY, THE EVENT ITSELF."

FOR MORE INFORMATION CONTACT:

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SOCCER BOWL 83 LOGO SHEET

PMS Reflex Blue



PMS 185



PMS Reflex Blue

VANCOUVER



SoccerBowl 83

PMS 185

