

# Ferntree Gully & District Cricket Association

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**FERNTREE GULLY & DISTRICT  
CRICKET ASSOCIATION**

## MEDIA RELEASE

### New Era for local cricket as FTGDCA unveils new logo and new junior mascot

Since its foundation season of 1947/48, the Ferntree Gully & District Cricket Association has been widely recognised in cricket circles by its original green and gold logo featuring a vintage set of cricket stumps. Tonight, at the association's AGM, a new logo is being unveiled to refresh the branding and image of the association going forward.

FTGDCA President Colin Capon said; *"We felt that we needed to refresh & update the branding of our competition to better represent our clubs, our communities and a more contemporary strategic direction for the competition."*



**Original FTGDCA logo**



**New FTGDCA logo**

The new logo was conceived in consultation with Ryan Wilson – Director of local Sporting Graphic Design business 'Sporting Fine Art'

Director Ryan Wilson said; *'Sporting Fine Art are honoured to have the opportunity to provide the FTGDCA with a brand new look. The direction FTGDCA are taking perfectly speaks to our vision of elevating brand identity to help further excite its members. We are looking forward to working with the FTGDCA member clubs in Season 2019/20 and beyond'*

The new logo retains the associations traditional green and gold colours with the gold representing the morning sun rising in the east over the iconic green hills of the Dandenong Ranges. A newer more modern set of unbroken cricket stumps symbolises the ongoing strength of the competition whilst also giving a nod to the heritage of the former traditional logo. A flying cricket ball has also been added to the logo to symbolise a progressive direction moving forward for the competition.

FTGDCA now have 3 women who form part of a strong executive group. Emily Moss (Ferntree Gully CC), Kristen Elder (St Johns Tecoma CC) & Karen Davidson (South Belgrave CC) will be active in running junior cricket with a focus on working with Cricket Victoria to increase participation among girls across the clubs and the region.

FTGDCA also unveiled an exciting new mascot, also designed by Sporting Fine Art' for junior representative cricket. The 'Falcon' mascot was inspired by the Falcon used to represent the City of Knox. The mascot will be used on junior representative uniforms which will also feature green rolling hills representing the Shire of the Yarra Ranges.

FTGDCA junior executive member Col Clausen said, *"We are very happy to be able provide a great looking new uniform that our junior representative players will be proud to wear over the coming summers. We thank Ryan Wilson at Sporting Fine Art for partnering with us to make this happen"*



**New FTGDCA Mascot**