

FOR IMMEDIATE RELEASE

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WJS Canada Announces Rebrand to Taproot Community Support Services

Maple Ridge, BC – W.J. Stelmaschuk & Associates (WJS Canada), a leading provider of community support services across Canada, is proud to announce its rebrand to Taproot Community Support Services, effective February 18, 2025. The new name reflects the organization's commitment to nurturing the inner strength of individuals and families, empowering them to achieve well-being, independence and belonging.

For over 40 years, WJS Canada has delivered high-quality, personalized, and culturally responsive supports to individuals, families, and communities. WJS's founder and namesake, Bill Stelmaschuk, is proud of the strong legacy but supportive of the new direction, *"I started WJS with the hope of serving people in diverse communities, and I'm delighted with the growth the organization has experienced over the years and hope it will flourish under the new brand."*

"Our new name, Taproot, represents our desire to be that source of strength and stability for those we serve. Our teams are committed to creating the conditions for individuals and families to thrive in an environment of support and connection," said Mike Fotheringham, Taproot CEO. *"This transformation isn't just about a new name; it reflects our values and the vision that drives us every day."*

Alongside its new name, Taproot Community Support Services introduces a refreshed vision, purpose, and value statements within a fresh visual identity. The transition will be seamless for the people served, partners, and stakeholders, ensuring uninterrupted services during this exciting time.

The organization is working closely with its partners to update agreements and materials. Its website and social media channels will transition to reflect the new branding with videos outlining our brand foundations for a wider audience.

About Taproot Community Support Services

At Taproot, we seek to nurture the strength in people. We provide personalized supports to children, youth, adults, and families facing challenges. Rooted in cultural respect and support, our programs help people grow and connect within their communities. Taproot Support Services has over 800 staff and has operations in diverse communities in 3 provinces.

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