

**WEST IRONDEQUOIT CENTRAL SCHOOL DISTRICT
370 Cooper Road, Rochester, NY 14617**

To: All media

**From: Teresa L. Werth, Director of Public Information
WICSD, 336-3067**

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FOR IMMEDIATE RELEASE

Winner of new logo design for West Irondequoit announced

The West Irondequoit Central School District is pleased to announce that the winner of the new logo design competition is Helen P. Barry of Helen P. Barry Graphic Design, 70 Kings Gate South in West Irondequoit. Her bold, crisp design of an eagle head with the words "Irondequoit Eagles" was chosen by a jury of six artists from a field of 106 entries from 43 different designers.

When the jury convened on Wednesday, February 27 at Irondequoit High School, jury chair and IHS Art Dept. Coordinator Robert Geroux told jurors, "What we do here today becomes the future of the Irondequoit Eagles. In a very real sense, we're moving us forward while we give something back to our community." In addition to Mr. Geroux, jurors were:

- local artist, **John Pata**, an award-winning and widely published illustrator
- non-resident artist, **Luvon Shepherd**, RIT art professor and former chair of RIT's art department.
- alumni artist, **Laddawan Juhong '96**, was a foreign exchange student from Thailand who spent two years at IHS and is a free-lance illustrator and graphic designer living in Irondequoit.
- award-winning student artist, **Chelsea Davidson**,
- local businesswoman **Mary Lou Wilson**, commercial artist and designer for "Bob Wright Creative Group," specializing in graphic design, logos and marketing.
- IHS Director of Athletics **Dennis Fries** and IHS Varsity Tennis Coach **Willie Buchholz** served in an ex-officio capacity.

Jurors focused on selecting an entry that was strongly connected to the qualities in the definition of "eagles" presented to the community, students, staff and alumni at the time the new name was selected last November. They said they "wanted an image that reflected the 21st century, would be equally effective and appropriate on men's or women's uniforms, possessed 'eye impact,' was immediately recognizable and dignified."

They deliberated for three hours and, in the end, their decision was unanimous.

The new "Irondequoit Eagles" name and logo will be formally adopted on Friday, May 3 at a ceremony beginning at 7 p.m. in the Alumni Courtyard where the Indian name will be respectfully retired. The Class of 2002 will be the last IHS class to use the Indian name, and of course, all current IHS alumni will be "Indians forever."