

FOR IMMEDIATE RELEASE

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Section 8 Chicago ISA Statement on Re-Brand Reports and Rumors

Chicago Fire Supporters emphasize history and tradition in branding and demand the Chicago Fire organization embody a spirit of transparency and good-faith with supporters and media.

We are deeply excited for our future under new local leadership, and the potential ahead for the Chicago Fire Soccer Club with a renewed vision at a historic venue inside the city limits.

At this pivotal moment in the club's history, it's critical to emphasize that the Chicago Fire identity is integral to the common bond between the club and its community, forged over more than two decades of success and heartbreak. Like the transformative event for which it was named, and the group of dedicated firefighters which provided the club's visual inspiration, the Chicago Fire identity embodies this city's best attributes – commitment, tradition, excellence, passion, and the ability to renew and prosper in spite of enormous challenges.

Few, if any clubs in Major League Soccer, can lay claim to a name that is so deeply entwined with its own hometown identity: the Chicago Fire is represented on the nation's greatest municipal flag, elements of which have been central to the club's visual identity since 1997.

The Fire identity is powerful and sincere in ways that cannot easily be manufactured or replicated. Maximizing the identity's performance requires deep care for its implementation and continuity. That does not mean the team's visual identity - including its logo - should remain in stasis. Section 8 Chicago would be delighted to be part of a process exploring how the Chicago Fire's identity can evolve with the club's renewal in a new era for the club. We see active participation in a transparent process as a much more effective means of shaping the club's future as opposed to ceding the public discourse to rumors, leaks, and disinformation.

The opportunity the club enjoys to rise from a challenging period in its history evokes the pivotal event in Chicago's history our club's name comes from, the Great Fire and the city's rebirth from its greatest challenge. Section 8 Chicago and the supporters we represent are ready to work together to keep pushing forward the Chicago Fire Soccer Club and reclaim the club's place at the vanguard of North American soccer.

We are open at any time to meet and discuss how we can assist.

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