



Brand Energy Solutions announces Commitment to the Progressive Aboriginal Relations (PAR) Program

Brand Energy is pleased to announce the commitment to the Progressive Aboriginal Relations (PAR) program. For over a decade, Brand Energy Solutions (Canada) Ltd. has shown desire, dedication, and perseverance in Indigenous relations through our continuing community engagement, training initiatives, employment opportunities and vendor relationships. And we are so proud to be continuing this journey by being PAR Committed. This commitment aligns us with our Indigenous partners and communities, and it also delivers a strong message that we will continue to respect Indigenous peoples, their respective rights and traditional knowledge, as well as protect the spiritual, historical, and cultural sites of the people who walked this land for thousands of years before us.

The PAR program provides us with a clear path for this journey, and we are excited to be able to extend our partnerships to a greater network of communities, Indigenous owned and operated businesses and other PAR Committed companies whose passion in this area aligns with ours.”

A handwritten signature in blue ink, appearing to read "Rick Lofstrom", is written over a light blue circular stamp.

Rick Lofstrom, Managing Director
Brand Energy Solutions

About the PAR Program

Established in 2001, the PAR program includes an online management and reporting tool that supports participating companies' efforts towards progressive improvement in Aboriginal relations, and a certification program that confirms corporate performance in Aboriginal relations at the bronze, silver or gold level.

The PAR Program provides a high level of assurance through the independent, third party verification of company reports on measurable outcomes and initiatives in four performance areas: Leadership Actions, Employment, Business Development, and Community Relations (Engagement and Support).