

**FOR IMMEDIATE RELEASE**  
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## “NUMERICA VETERANS ARENA” UNVEILS NEW LOGO



[\[WATCH VIDEO\]](#)

**SPOKANE, Wash.** — Numerica and the Spokane Public Facilities District proudly unveil the new logo for **Numerica Veterans Arena**.

This refreshed identity celebrates a moment years in the making that is built on community, gratitude, and heart. The name and mark represent one small part of a shared mission to honor our past, present, and future heroes as Spokane Arena transitions to Numerica Veterans Arena. The silver in Veterans Arena honors the silver star veterans that have served our country.

“From the very beginning, our goal was to create a logo that not only represents the arena, but one that honors the legacy and sacrifice of our veterans. This was a deeply collaborative process between all parties, with Numerica and Spokane County Veteran’s Services input being central every step of the way. We’re proud of the result, and even more proud of the partnership between our teams that made it possible,” said Stephanie Curran, CEO of Spokane Public Facilities District.

The community will have its first opportunity to see the logo in person this evening during the Spokane Chiefs Heroes Game, with the debut of a brand-new center ice logo and special presentation at intermission. Numerica and the Spokane Chiefs provided complimentary tickets to local veterans and active-duty military families to the game to ensure our service members were at the heart of tonight's celebration.

"We couldn't imagine a better way to debut the new logo than by celebrating with the people it honors most," said Carla Cicero, president and CEO of Numerica Credit Union. "Sharing this moment with our veterans, active-duty service members, and their families makes it incredibly meaningful. The Numerica Veterans Arena logo represents gratitude, unity, and pride. Tonight, we're thrilled to see it come to life in front of our community for the very first time."

The logo will also be featured courtside at the arena during the ESPN-televised men's basketball matchup between the Gonzaga Bulldogs and the Oklahoma Sooners, taking place on Saturday, November 8 at 7:30 p.m.

With the unveiling of the new logo, the arena is now turning its attention to enhancing exterior signage across the facility. Major updates will include replacement of the iconic neon letters at the Southeast Entrance facing Riverfront Park, and new signage installs at the remaining entrances which were previously unmarked.

As part of the Numerica Veterans Arena partnership, the Numerica Heroes Fund has awarded its first grant: **\$50,000 to Volunteers of America** to support *Vets on Lacey*, a 12-unit housing project that will provide stability and dignity for veterans who have experienced homelessness. This investment reflects the partnership's ongoing commitment to turn gratitude into action by supporting the unique needs of veterans, active-duty military, and their families.

The Numerica Heroes Fund will provide at least \$1 million over the next decade to support military programs with guidance through Veteran-serving agencies including Spokane County Regional Veteran Services and the Spokane County Veterans Advisory Board.

[Learn more](#) about the impact made possible by the Numerica Heroes Fund.

Limited tickets available: [Spokane Chiefs Heroes Game](#) | [Gonzaga Men's Basketball](#)

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## ABOUT NUMERICA

Headquartered in Spokane Valley, Numerica serves the financial needs of more than 175,000 members. It invests earnings toward enhancing lives, fulfilling dreams and building communities in Eastern Washington, Central Washington and North Idaho. Membership is open to anyone who lives, works or worships in the state of Washington or North Idaho. With more than \$5 billion in assets under management, Numerica is federally insured by NCUA and an Equal Housing Opportunity lender.

## ABOUT SPOKANE PUBLIC FACILITIES DISTRICT

The Spokane Public Facilities District (SPFD) operates and maintains five world-class venues located in downtown Spokane including Numerica Veterans Arena, Spokane Convention Center Presented by the Spokane Tribe of Indians, First Interstate Center for the Arts, The Podium Powered by STCU, and ONE Spokane Stadium. The SPFD is vital to the community as one of the city's largest drivers of economic impact, offering safe and welcoming spaces for people to gather, make memories, and build connections. Its venues host a wide range of events from national conventions and conferences to trade shows, meetings, sporting events, and entertainment, making it an essential resource for local businesses, hotels, and organizations.

The SPFD enhances the overall quality of life in the Spokane region by supporting hundreds of local jobs, energizing the downtown core, and attracting visitors to help elevate Spokane's profile as a destination city.

## **ABOUT SPOKANE VETERANS**

Spokane County Veteran's Services (SCRVSC) has been a department of Spokane County since 1952. In January 2017, Spokane County Regional Veteran Services established an innovative strategic partnership with the Washington State Department of Veterans Affairs in order to expand services to include financial and emergency relief services, employment services, transition services, re-entry services, claims & benefit services, and outreach & advocacy. SCRVSVC has been nationally recognized for this groundbreaking multi-jurisdictional partnership that yielded over \$25 million dollars in VA Claims awards to local veterans in 2024.

**—NUMERICA VETERANS ARENA—**