



Town of Duck Lake

FOR IMMEDIATE RELEASE

Thursday October 23, 2025

Duck Lake, Saskatchewan

Historic Saskatchewan Town Puts Its Name on the Market

In a bold, unprecedented move aimed at rewriting its future while honouring its storied past, the Town of Duck Lake, Saskatchewan, is officially inviting corporate partners to bid for the naming rights to the community — a once-in-history opportunity to see a brand etched into the Canadian map itself.

Founded in the 1800s and home to one of the most pivotal moments in Métis and Canadian history, the 1885 Battle of Duck Lake, this small prairie town has long stood as a crossroads of cultures, commerce, and identity. Now, after decades of economic stagnation, Duck Lake is ready to reinvent itself as a beacon of innovation, investment, and opportunity.

“Renaming a town as historic as Duck Lake doesn’t come cheap,” said Mayor Jason Anderson. “We’re not talking about a rink or a stadium here — we’re talking about a living, breathing community with deep roots in Canada’s story. Brands will need to put their best foot forward if they want to be part of that legacy. Five million won’t cut it. But ten million? That’s worth asking the community about.”

The Town Council has voted in favour of pursuing this once-in-a-generation initiative, which aims to raise transformative funding to kickstart revitalization efforts, from new housing and business incentives to community infrastructure, cultural investment, and economic development. The goal: to make Duck Lake not only a place where history happened, but where the future is being built.



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The proposed sponsorship would see the community renamed in partnership with a brand as, “BrandName, Saskatchewan,” making it the first town in Canada to offer full municipal naming rights.

“Duck Lake has always been more than a dot on the map — it’s been a symbol of resilience, identity, and possibility,” added Mayor Anderson. “Now we’re inviting forward-thinking companies to write the next chapter with us.”

Interested Brands are encouraged to contact the Town of Duck Lake for more information and next steps:

cao@ducklake.ca

306-467-2277