

Algonquin Hosts Provincial Marketing Competition

Ottawa, Ont., November 16, 2006 - Algonquin College, along with its Competition Sponsor, Bell Canada, is hosting the 27th annual Ontario Colleges' Marketing Competition (OCMC) 2006 on November 16 and 17. OCMC 2006 brings hundreds of highly-motivated College graduate-level business students and dynamic faculty together from across Ontario to Ottawa to showcase their business talents and earn top awards for teamwork and strategic thinking. Students will compete in several marketing case-study competitions, to be judged by marketing-industry experts from across Canada.

"This competition allows students to showcase what they have learned in a real-world, pressure-packed scenario," says Stephen McGill, a judge at this year's competition and President and Creative Director of integrated marketing agency *McGill Buckley*. "The OCMC is a wonderful opportunity for students and an eye-opener for the judges to see how knowledgeable, motivated and professional these students are. It is great to see marketing professionals from all over Ontario doing so much to help today's students succeed."

"Algonquin College is proud to host this year's Ontario Colleges' Marketing Competition," says, Rick Reid, Executive Dean of Algonquin College's Faculty of Business and Hospitality. "This is an excellent opportunity for students to work together and gain valuable experience through feedback from industry leaders. We welcome all competitors from across the province to the Nation's Capital and thank our many volunteers and sponsors for their generous contribution to making this a successful event."

The two-day event kicked off Thursday evening, November 16, with the Quiz Bowl event to be web cast live for the first time in OCMC history. The event will wrap up on Friday evening, November 17, with the OCMC Gala Awards Ceremony at the Crowne Plaza Hotel featuring remarks from Algonquin President Robert Gillett and a keynote speech from David Rivers, Director of Olympic Marketing and Sponsorship, Bell Canada.

"Bell is proud of our partnership with Algonquin College, the host of this year's OCMC," says Cheryl Burwash, Regional Director of Community Affairs for Bell Canada. "The competition supports learning and excellence, two important qualities that will provide the participating students with a basis for the business world they're about to enter."

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This prestigious competition is hosted annually by an individual college and is driven as a student-centred event with volunteer faculty providing organizational assistance. The OCMC provides students with an extremely valuable learning experience that is funded annually by corporate sponsors, the host college, and registration fees.

About Algonquin College

Algonquin College of Applied Arts and Technology is located in the Nation's Capital and the Ottawa Valley and is the third-largest college in Ontario. Algonquin is the leader in the integration of technology into the learning landscape. Algonquin College has a diverse population of nearly 16,000 full-time students and 35,000 part-time registrations in more than 140 programs and is committed to student success. For more information please visit www.algonquincollege.com.

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