

Algonquin Students Win National College Slogan Contest

Ottawa, June 18, 2002: Three Algonquin College public relations students have an important decision to make. They must decide what to do with their share of \$5,000. On May 27, Charlene Armstrong, Christine Brosko and Heather Wilcox won the Association of Canadian Community Colleges' (ACCC) inaugural slogan competition in St. John's Newfoundland on May 27, and will split the grand prize of \$5,000.

Their slogan, "Focused on Your Future", and its accompanying marketing and promotional plan, was chosen by ACCC task force members as well as leading Canadian advertising and public relations professionals St. John's late last month. This was this trio's only entry in a field of over 240 other slogans submitted from across the country.

While many entrants submitted more than one slogan, the three first-year PR students and Algonquin College public relations co-ordinator Claudine Wilson, who accompanied them on their trip to St. John's, were quite confident in their single entry. Wilson was impressed by their poise and professionalism throughout the entire process. "When I heard they had won, I was excited and proud, but not surprised," recalls Wilson. "The quality of their proposal and the superb delivery of their oral presentation showed a great deal of professionalism and creativity."

Nepean native Charlene Armstrong enjoyed the competition, but was not immune to a case of pre-presentation butterflies. "We were all excited and nervous before our presentation," says Armstrong. "Despite our jitters, we were confident in our presentation. We had practised a lot before going to Newfoundland, so we felt quite well prepared."

This was Heather Wilcox's first trip to the "Rock", and when she wasn't polishing their presentation with her teammates, this Centretown native found time to take in some of the sights. "We only had a few days in St. John's, but I still managed to squeeze in some sightseeing," says Wilcox. "I was not only awed by the beautiful scenery, but I was also pleasantly surprised at the warmth and true kindness of the Newfoundland people. It was quite refreshing."

Ottawa South-native Christine Brosko feels their win was a great example of how applicable her education is in the "real world". "It was amazing to see how

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much my public relations program mirrors the work that goes on outside of school,” says Brosko. “Our courses have prepared us well, and our win at the ACCC competition is a great example of that, as well as a truly educational experience.”

The three Algonquin students will each receive approximately \$1,600 for their efforts. While they all spoke of paying tuition, Wilcox has additional plans. “The first thing I will do with my share of the \$5,000 is pay for school this year,” says the upbeat Wilcox. “Then, I’m buying shoes!”

ACCC’s first-ever slogan competition was open to all students and faculty in the 150-member association, many submitting more than one slogan. “Focused on Your Future” will be featured in the coming months by ACCC and appear in their promotional material.

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