Canada 3.0 Youth Program Strengthens the Future of Digital Media

STRATFORD, Ont. and WATERLOO, Ont. (April 4, 2013) - The University of Waterloo Stratford Campus continues to strengthen the future of Canada’s digital media industry by hosting the Canada 3.0 Youth Program on May 13, 2013.

“We’re excited to host an event that continues to open up new experiences for students of this region and surrounding areas. This type of programming has been a key component of Canada 3.0,” said Ginny Dybenko, executive director of the University of Waterloo Stratford campus. “we look forward to keeping that educational tradition going.”

Presented by the Waterloo Stratford Campus, the Stratford Festival and the Canadian Digital Media Network, the Canada 3.0 Youth Program gives Grade 10 and 11 students (and their teachers) insight into how they can contribute to Canada’s growing digital economy and ensure its continued success. This one-day event also provides the 150 high school students a valuable glimpse of the post-secondary experience awaiting them and enables them to learn about the Waterloo Stratford Campus – its programs, facility, equipment and resources.

The Canada 3.0 Youth Program will bring together educators and industry professionals to deliver interactive programming that highlights the technology and career opportunities in the digital media industry.

The agenda includes:
- An inspiring presentation delivered by Elissa Horscroft, the technical director for the Stratford Festival’s upcoming production of Tommy.
- Hands-on digital media workshops sponsored by the Stratford Festival
- A poster session showcasing the top projects (selected by the students) from the workshops

We’re excited about this opportunity to work with the Stratford Festival, which is leading the way in the use of digital media in arts marketing. This joint project shows the strength of the Stratford community and all that it has to offer the digital media industry in Canada.

Activities from the Canada 3.0 Youth program will also be featured at the Canada 3.0 conference May 14-15, 2013 in Toronto.

All details about the Canada 3.0 Youth program are available at https://uwaterloo.ca/stratford-campus/conferences/canada-30-youth-program-2013

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University of Waterloo
About Waterloo Stratford Campus
The University of Waterloo Stratford Campus www.stratfordcampus.uwaterloo.ca is focused on undergraduate, graduate and executive education programs, research, commercialization and community outreach. This collaborative, strategic partnership between the City of Stratford and the University of Waterloo brings students, leading researchers, businesses and entrepreneurs together to create, examine and commercialize opportunities in the digital media space. The campus leads an evolution in learning and career preparation. Students are immersed in a rich, technology driven environment where theory and practice, science and commerce, creativity and innovation merge to forward digital media.

About the University of Waterloo
In just half a century, the University of Waterloo, located at the heart of Canada's technology hub, has become one of Canada's leading comprehensive universities with 35,000 full- and part-time students in undergraduate and graduate programs. Waterloo, as home to the world's largest post-secondary co-operative education program, embraces its connections to the world and encourages enterprising partnerships in learning, research and discovery. In the next decade, the university is committed to building a better future for Canada and the world by championing innovation and collaboration to create solutions relevant to the needs of today and tomorrow. For more information about Waterloo, please visit www.uwaterloo.ca.

About the Stratford Festival
The Stratford Festival, in picturesque Stratford, Ontario, Canada, is North America’s leading classical theatre, drawing half a million visitors a year. It presents a seven-month season of a dozen plays in four venues, along with a Forum of events to enrich the play-going experience. With the works of Shakespeare at its core, the Festival features classics, contemporary dramas, musical theatre and new plays. It presented its first season in 1953, using an innovative thrust stage that revolutionized Shakespearean performance in our time and inspired the design of several other major venues worldwide.

About The Canadian Digital Media Network
The Canadian Digital Media Network (CDMN), a federal Centre of Excellence in Commercialization and Research (CECR), is dedicated to establishing Canada as a world leader in digital media (ICT + mobile) by creating and enabling connections and collaboration between entrepreneurs, companies, research institutes, government and intermediary organizations across the country. CDMN helps bring more digital media solutions to market to create more companies, jobs and wealth in Canada.
Learn more at www.cdmn.ca or follow @CDMN on Twitter, join the Canadian Digital Media Network Group on LinkedIn, and like the Canadian Digital Media Network Page on Facebook.

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