News Release

Accelerating Businesses Together

Waterloo Stratford Campus Partners with the City of Stratford to Create Digital Media Incubator

Stratford, ON (October 21, 2010) – Digital media ideas can now accelerate into businesses through a partnership of the University of Waterloo Stratford Campus and the City of Stratford. The Waterloo Stratford Campus, a new digital media campus in Stratford, is expanding its offerings ahead of schedule.

The Waterloo Stratford Campus announced today that it is working with the Stratford|Perth Centre for Business, a division of the City of Stratford’s Economic Development Department, to create a digital media incubation centre in the campus’ downtown location. This new centre will offer services, workshops, mentoring and support for digital media startups in Stratford.

“We are excited about moving forward with our plans to build a digital media incubation centre here in Stratford,” said Ken Coates, Dean of Arts at the University of Waterloo and visionary behind the Stratford Campus. “Our plans had always included an incubation centre within our new building. To facilitate a partnership with the Stratford|Perth Centre for Business and bring this vision to life at this early stage is wonderful.”

Through this partnership, the Waterloo Stratford Campus will offer services and support for digital media startups at their 6 Wellington Street location. Additionally, the campus and the Stratford|Perth Centre for Business will provide mentoring services, workshops, speaker series and networking opportunities for local digital media companies and those looking to create new companies.

“This partnership is a made-in-Stratford solution for anyone in our community looking to commercialize a digital media idea, start a new digital media company or grow an existing organization,” says Larry Appel, Director of Economic Development with the City of Stratford. “We are excited by the opportunities that the Waterloo Stratford Campus brings to the City and now we can help grow those opportunities exponentially.”

This partnership will help entrepreneurs take their first step into business. As the City of Stratford holds Small Business Week, a week for businesspeople to come together and celebrate the contributions and achievements of entrepreneurs, this partnership excites many local entrepreneurs as we make this move to help them innovate and grow their new business.

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

About Stratford|Perth Centre for Business
The Stratford|Perth Centre for Business is a division of the City of Stratford’s Economic Development Department. Since its inception in 2007 the Centre for Business has been the key
point of contact for business development advice and investment assistance. Created as a joint partnership between the City of Stratford and the Province of Ontario with qualified business consultants provided by the Perth County Community Futures, the Centre for Business offers targeted business advisory services to the residents of Stratford, St. Marys and Perth County. Small business training, mentorship activities and access to government resources, including Federal financing programs are just a few of the many tools provided to small business owners and entrepreneurs.

-30-

**Media Contacts**

Jodi Szimanski, Marketing Manager  
Waterloo Stratford Campus  
jszimans@uwaterloo.ca  
519-888-4567 ext.

Larry Appel, Director  
Economic Development Department  
City of Stratford  
lappel@city.stratford.on.ca  
519-271-0250 x 231