News Release

More undergraduate students will be at the University of Waterloo Stratford Campus this fall

Stratford, ON (June 13, 2012) – The Global Business and Digital Arts undergraduate program at the University of Waterloo Stratford Campus has 90 students attending its first year of the program this fall. To maintain small classes for a positive learning environment, the campus will run two sections of the courses held at the Stratford campus instead of just the one as originally planned.

"I think for many students the idea of being able to study fine arts, for example, alongside global business, digital media production, and design as well as learning a second language and working with industry is very attractive. They know that they will graduate with a broad set of skills that will give them a competitive advantage when they enter the professional world," says Director, Academic Programs, Christine McWebb. "The next generation of university students understands the importance and value of integrating different areas of study, such as technology, business and creativity."

Global Business and Digital Arts is an undergraduate program unique to the University of Waterloo Stratford Campus combining creativity, technology and business in one degree. The four-year program connects students with industry mentors as they work on team-based projects from start to delivery in state-of-the-art facilities. The program includes a paid internship, and there are opportunities for students to earn the Certified Associate Project Manager designation and take part in an international exchange.

Over 400 students applied for the program. The faculty and staff at the Waterloo Stratford Campus, and in the Faculty of Arts, are thrilled with the response to the new program.

"As we created a brand new program here, we really had no way to gauge interest in our GBDA program - we only knew that this program was an important one for Canada's future success in Digital Media on an international level," says Ginny Dybenko. "And now, this exceptional interest is a substantive corroboration of our strategic vision and of the University of Waterloo's new campus here in Stratford."

About Waterloo Stratford Campus

The University of Waterloo Stratford Campus 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 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

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