



CANADIAN WOMEN IN COMMUNICATIONS  
ASSOCIATION CANADIENNE DES FEMMES EN COMMUNICATIONS

## News Release

### **CWC and ITAC partner to advance the interests of women in technology careers**

OTTAWA, November 16, 2006 – Canadian Women in Communications (CWC) and the Information Technology Association of Canada (ITAC) are pleased to announce a new cooperative agreement aimed at supporting the participation and advancement of women in the information and communications technology (ICT) sector through involvement in CWC and its programs.

This new relationship will raise awareness of CWC, which has supported the advancement of women in the communications industry for the past 15 years. While ICT has been included in CWC's mandate of helping women to advance within the converging communications industry, this agreement will significantly increase the organization's focus on the sector in terms of recruitment and participation in professional development activities. Other sectors served by CWC include broadcasting, telecommunications, print media, and new media.

CWC and ITAC will cooperate to expand CWC's outreach efforts to the ICT sector and to increase the participation in the organization's programs, which includes a professional mentorship program, a national awards program recognizing achievements of women in all sectors of the communications industry, a "Women on Boards" initiative, the One-to-One professional career coaching program, the Jeanne Sauvé Professional Development Programs for private/public sector interchange and access to networking events convened by the nine CWC chapters across Canada. CWC also offers intensive, residential executive training through its Career Accelerator programs for women in broadcasting technology, radio, television and new media.

A key priority of the alliance will be to develop a Career Accelerator program for women in ICT, with a strong focus on business transformation and change management. They plan to do this in association with a major academic institution and with the support of a number of ICT companies who have already expressed interest.

"We believe that CWC has demonstrated an exemplary track record of delivering valuable programming to professional women in the industry sectors it serves," said Martine Normand,

Vice President of Xerox Canada and member of the ITAC Board of Directors. “There are already many women from IT firms enjoying the benefits of membership. We’d like to encourage many more women building careers in ICT to explore CWC and become active in that organization. “

“This new strategic partnership with ITAC is a tremendous step forward in CWC’s ability to support the advancement of women in the burgeoning information and communications technology sector,” said Stephanie MacKendrick, President of CWC. “We believe that ITAC’s stature as a respected industry association along with the strategic advice and support they are offering will enable CWC to quickly to connect with women in the sector and successfully launch a Career Accelerator program specifically tailored to the ICT sector within the next year. With our reach across all communications sectors, we believe there is a huge opportunity for CWC to play a role in attracting women to this important sector and supporting their success within the industry. “

With the assistance of its members, ITAC will play a key role in communicating the wide range of programs and services that CWC is offering to women and will also undertake a campaign to encourage its member companies to support CWC and have their employees to join the organization.

Canadian Women in Communications (CWC) is a national, bilingual organization dedicated to the advancement of women in the communications industry through strategic networking, targeted professional development and meaningful recognition. There are currently over 1,400 CWC members in chapters across Canada. For more information on CWC, visit [www.cwc-afc.com](http://www.cwc-afc.com).

The Information Technology Association of Canada (ITAC) is the voice of the Canadian information and communications technologies (ICT) industry in all sectors including telecommunications and Internet services, ICT consulting services, hardware, microelectronics, software and electronic content. ITAC's network of companies accounts for more than 70 per cent of the 579,000 jobs, \$137.6 billion in revenue, \$5.2 billion in R&D investment, \$22.6 billion in exports and \$11.5 billion in capital expenditures that the industry contributes annually to the Canadian economy.

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