



Media Release

CWC PROGRAM EMPOWERS WOMEN TO EXCEL IN A COMMUNICATIONS INDUSTRY TRANSFORMED BY DIGITAL MEDIA

For Immediate Release

TORONTO – Nov. 22, 2007 – Canadian Women in Communications (CWC) is now accepting applications for the CWC/Corus 2008 Digital Media Career Accelerator program.

The intensive week-long executive training program, funded by Corus Entertainment Inc. and developed in conjunction with the prestigious Banff New Media Institute at the Banff Centre, teaches the fundamentals of digital media content development – the terms, the technology, the complexity – along with practical ways for women to use digital media to advance their careers, their company and their industry.

“Empowering women with the knowledge, contacts and confidence to excel in a business landscape that’s been transformed by digital technology is the program’s goal,” explains CWC President, Stephanie MacKendrick. “It prepares participants to become leaders in the field of digital media.”

The program, which runs from April 7 to 13, 2008, at the Banff Centre in scenic Banff, Alberta, is open to CWC members who have at least five years of full-time experience in the communications industry. The top 20 applicants will be accepted into the program on a full scholarship that includes tuition, travel, meals and accommodation. The deadline for applications is 5 p.m. (EST), Jan. 11, 2008. Downloadable applications are available from the CWC website at www.cwc-afc.com. For detailed information on the program, please visit <http://www.cwc-afc.com/show-content.cfm?section=what&subsection=car>.

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 nine chapters across Canada. For more information on CWC, please visit: www.cwc-afc.com.

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