

PROGRAM GIVES WOMEN AN INSIDE EDGE ON NEW MEDIA

TORONTO, June 3, 2005 – Canadian Women in Communications (CWC) and Corus Entertainment Inc. announced today that applications are now being accepted for scholarship to the the 2005 CWC/Corus New Media Career Accelerator – a women’s executive training program on new media offered in partnership with the Banff New Media Institute. The deadline for applications is September 30, 2005 and the program will run from February 24 – March 3, 2006 at the Banff New Media Institute. Twenty candidates will be accepted and all expenses are paid through the scholarships.

Designed by some of Canada’s leading industry educators and professionals, this intensive six-day course looks at the latest new media technologies and how women in communications can use them to advance their career, their company and their industry. The end result is a cadre of informed, motivated and powerful women who are well prepared to become tomorrow’s leaders in the field of new media.

“This is one of our most important programs,” said Stephanie MacKendrick, President of CWC. “It not only provides the new media insights and strategies needed in today’s knowledge based economy, but it also creates a powerful and supportive network for the participants, giving them connections, resources and knowledge to take back to their companies and to use throughout their careers. We consistently hear how powerful this course is, and even life-changing.”

The CWC/Corus New Media Career Accelerator is exclusive to the communications industry through CWC membership. Only the top 20 applicants will be accepted. The program covers tuition, travel, meals and accommodation. It is administered by CWC, funded by Corus Entertainment Inc. and designed/delivered by the Banff New Media Institute. Details and application forms are available on the CWC website at www.cwc-afc.com

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. CWC has over 1,400 members in chapters across Canada.

Corus Entertainment is a Canadian-based media and entertainment company. Corus is a market leader in both specialty TV and Radio. Corus also owns Nelvana Limited, an internationally recognized producer and distributor of children’s programming and products. The Company’s other interests include music, television broadcasting and advertising services. A publicly traded company, Corus is listed on the Toronto (CJR.NV.B) and New York (CJR) Exchanges. Corus’ website can be found at www.corusent.com

The Banff New Media Institute (BNMI) is a world-class research and content innovation centre. The BNMI focuses on the cultures of expression and use, enabling the creation of applications and technologies for participatory culture. New media at The Banff Centre converges art, design, architecture, business, dance, performance, computer science, engineering and science research with education, health, cultural industries, social sciences, humanities, and other constantly emerging forms of content. For more information visit www.banffcentre.ca/bnmi

For more information:

CWC-AFC

Sylvie Charland
Project Manager

CWC-AFC
(416) 363-1880 ext. 308
1-800-361-2978

sylvie@cw-afc.com
www.cw-afc.com

Corus Entertainment Inc.

Susan Makela
Manager, Programming Business
Affairs

Corus Entertainment Inc.
(416) 530-5117

susan.makela@corusent.com
www.corusent.com

Banff New Media Institute

Jennifer Dysart
Coordinator, Banff New Media
Institute

Banff Centre
(403) 762-6661

jennifer_dysart@banffcentre.ca
www.banffcentre.ca/bnmi