

FOR IMMEDIATE RELEASE

St. Mary's University College launches new "grow" marketing campaign

Calgary, Alberta (February 10, 2014) - St. Mary's University College in Calgary launches a new marketing campaign this week highlighting its welcoming environment. The creative campaign developed by CrackerJack, captures the fact that when students feel welcomed in their post-secondary environment, they will grow and flourish on both academic and personal levels. The imagery features various scenarios with a regular-sized professor and an incredibly tall student symbolizing the student's growth.

This campaign is targeted to all prospective students: high school students, mature students, and after degree program students. The campaign theme was developed after extensive research with students, faculty and staff at the university. When asked why students choose St. Mary's University College for their post-secondary education, the prevailing response was St. Mary's provides a learning environment that cares for and welcomes students. Class sizes are small so professors know each student by name. St. Mary's is also a place where students feel they can grow both personally and academically.

Using this research, CrackerJack developed the creative to support the message. With the tagline "Our welcoming environment will encourage your growth," together with a series of images of university settings where a student stands meters above a professor, the message comes across in a novel and striking way.

The campaign will appear all over the City of Calgary in various media including newspapers, magazines, Calgary Transit ads, billboards, television, radio, and online. The campaign has a landing page on the St. Mary's website at www.stmu.ca/grow

About St. Mary's University College

St. Mary's University College is a Catholic Post-Secondary, student-focused liberal arts and sciences teaching and research institution in Calgary. St. Mary's offers Bachelor of Arts degrees, a Bachelor of Science Degree, a Bachelor of Education (Elementary) degree, and courses in 34 academic disciplines. For more information, visit www.stmu.ca

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