

THE GLOBE AND MAIL

University 101 - A Click Away

Globecampus.ca and The Globe's Canadian Universities Online Fair provide one stop shopping for prospective students

TORONTO, ON (September 23, 2008) –The Globe and Mail is going “back to school” in a serious way with the launch of GlobeCampus.ca, a high-utility education site, and its first-ever University Online Fair.

GlobeCampus.ca is the go-to destination for students and parents wanting the latest information about education issues and the post-secondary options available to them. Powered by Globe and Mail journalists who provide the latest education news, and now with expanded university information, tools and resources, the site will be an essential resource for high school students, parents, teachers and counselors.

“Selecting a post-secondary institution is one of the most critical decisions we make, but it’s not easy to investigate, and then evaluate, the many options that are available,” said Simon Beck, Editor of Education Reports, The Globe and Mail. “Our goal was to make GlobeCampus.ca a personalized experience for students and their parents in a one-stop shop environment to help them make the most informed decision possible together.”

GlobeCampus.ca will assist in finding the best school for each candidate based on personalized criteria. From field of study to tuition costs, and everything in between, this site caters to what is important to students.

Research tools such as Money Finder and GlobeCampus Navigator, serve as useful site resources for students helping in their decisions. Money Finder, investigates different scholarships, and contains a financial directory, Frequently Asked Answers, and financial calculators. The Globe’s GlobeCampus Navigator, Canada’s best and most complete university search tool, allows students to generate their own personal ranking by deciding how important they consider certain indicators to be to their studies.

Register for Canadian Universities Canadian Universities Online Fair and get a chance to win \$5,000!

Backed by the power of The Globe and Mail and GlobeCampus.ca, the Canadian Universities Online Fair, is one of the first virtual fair initiatives for Canadian universities and their undergraduate programs. Canada’s top universities and many students are expected to participate.

The Canadian Universities Online Fair, will run much like a traditional event, but in a virtual setting. Students will be able to browse Canada’s top universities and meet with representatives from institutions to learn about their undergraduate programs, download information, view videos and connect with their peers to compare notes. This time and money saver will appeal to both students and their parents as a smart, efficient way to check out the post-secondary institution options available to them.

“We’re very excited by this initiative,” said Beck. “The Globe has always connected to Canada’s best education audience. Now we’re facilitating an experience where students get information first-hand from the institutions they are interested in, but in a format where they can interact and learn from each other too.”

The Online Fair, which will take place on November 6, is currently open for registration. Students who register for the [Canadian Universities Online Fair](#), are eligible to win \$5,000 if they are enrolled in an accredited university or college within 12 months of registering. That is tuition for a year!

iCongo Live, a leading software provider of virtual trade show and online event management software developed and produced the site.

The Fair will augment The Globe’s print edition and annual guide to Canadian universities scheduled for publication in late fall.

MuchMusic “smart” blog looks for the 10 savviest musicians

GlobeCampus.ca has also teamed up with MuchMusic, to bring fans the ‘10 Smartest and Savviest Musicians.’ The new blogging site will feature blogs by some of MuchMusic’s most popular veejays and links directly to artist’s blogs and offers facts about their education and how they used their book smarts to make it in the music biz. Everyone is invited to join in on this conversation.

The Globe’s new education initiatives are being supported with a robust fully integrated online and print media campaign.

Visit www.globecampus.ca for more information. To register for the Canadian University Online Fair, visit: www.universityfair.globecampus.ca

The Globe and Mail, Canada's national newspaper, is a division of CTVglobemedia, a dynamic multi-media company, which also owns CTV Inc., Canada's number-one private broadcaster.

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