

# THE GLOBE AND MAIL

## **The Globe and Mail to Give Canadian and U.S. Students One-Stop Shopping for Canadian Universities and Colleges**

*The Globe and Mail's Program Expands Audience South of the Border through  
collaboration with CollegeWeekLive*

**TORONTO, ON (June 11, 2009)** – The *GlobeCampus eFair* is a must for high school students who are planning to pursue a post-secondary education in Canada. And now U.S.-based students can explore Canadian school options too thanks to a Globe and Mail collaboration with CollegeWeekLive.

The second annual *GlobeCampus eFair* on October 29 will run much like a traditional event, but in a virtual setting. Virtual booths will be manned live by school admissions officers, students will be able to browse Canada's top universities and colleges, learn about their undergraduate programs, download information, view videos and connect with their peers to compare notes.

"The *GlobeCampus eFair* allows students to 'walk the campuses' of dozens of Canadian schools from the comfort and convenience of their computer," said Simon Beck, Editor of Education Reports, The Globe and Mail. "There are so many factors that go into choosing the right school; you need to be able to access information efficiently and effectively."

Now Canadian universities and colleges also can reach students south of the border thanks to The Globe and Mail's collaboration with CollegeWeekLive, the world's largest virtual post-secondary online exposition. With more than 200 universities and colleges from around the world exhibiting, the fair attracts over 25,000 mostly U.S.-based potential students. The next CollegeWeekLive fair is scheduled for November 4<sup>th</sup> through the 7<sup>th</sup>.

Canadian universities and colleges participating in the *GlobeCampus eFair* will also be able to participate in the CollegeWeekLive virtual fair at no additional cost.

"Canadian schools will greatly benefit by receiving unprecedented access to the large base of U.S. students interested in exploring Canadian options," said Andrew Saunders, Vice President, Advertising Sales, The Globe and Mail. "By expanding the audience we are the only eFair program which has the opportunity to attract a full complement of Canadian and American students."

For information about exhibitor participation or sponsorship, contact Andrea D'Andrade at The Globe and Mail ([ADAndrade@globeandmail.com](mailto:ADAndrade@globeandmail.com))

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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For more information, please contact:

Teresa Pagnutti at 416-969-2721 [tpagnutti@environicspr.com](mailto:tpagnutti@environicspr.com)

Jennifer Hills at 416-969-2669. [jhills@environicspr.com](mailto:jhills@environicspr.com)

## **About CollegeWeekLive**

CollegeWeekLive (<http://www.CollegeWeekLive.com>) is the world's biggest college fair and it meets entirely online. With hundreds of colleges and universities exhibiting and more than 150,000 registrants, the event revolutionizes college admissions, making the process easier and more cost-effective by bringing students, parents, counselors and colleges together online, transcending time and distance. CollegeWeekLive is free service for students and parents. CollegeWeekLive is produced by PlatformQ, whose mission is to connect people, companies, organizations and associations worldwide to meet, interact and learn from leading experts and thought leaders through proven interactive tools at online events. CollegeWeekLive and PlatformQ are trademarks of PlatformQ, LLC. All other trademarks or service marks are property of their respective owners. For more information on CollegeWeekLive, please contact: Martha Collins, 617-938.6008, [Press@CollegeWeekLive.com](mailto:Press@CollegeWeekLive.com)