

For Immediate Release

March 1, 2004

## **You're Heading for Success with Vocational and Technical Training at Heritage College**

*Gatineau, March 1, 2004* – In partnership with Emploi-Quebec, Heritage College is making a name for itself by participating, for the first time ever, in a region-wide promotional campaign to enforce the importance and benefits of technical and vocational training in the Outaouais.

The Campaign officially opened with a press conference at La Maison de la Culture in Gatineau, on January 26, 2004. Mr. Benoît Pelletier, Minister responsible for Canadian Intergovernmental and Native Affairs and Minister responsible for the Outaouais region, spoke to youth from vocational training centers who are either presently employed in their field of study, or who are currently enrolled in a technical/vocational program.

During the course of the campaign, Heritage College undertook a number of promotional and marketing initiatives to emphasize the technical and vocational training available at Heritage College. The most recent, involved a series of **“radio-spots” aired on HOT 89.9 FM**. Other initiatives included a special issue of the “Outaouais Student” in the *Transcontinental Weekly*, as well as French and English articles written for the regional media. Recently, Heritage College hosted a very successful Open House on, February 4, 2004, which attracted over 300 local high school students. The purpose of this event was to provide potential students the opportunity to learn about Heritage College and to experience college life, “first hand”.

The Campaign ran until February 29, 2004 through the support of Emploi-Quebec, la Commission des partenaires du marché du travail, the Quebec Ministry of Education, and the institutions delivering vocational and technical training. All of these partners collaborated to a make this campaign a resounding success.

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