

NEW EXECUTIVE DIRECTOR ANNOUNCED FOR SEVEC

Deborah Morrison, former President and CEO of Canada's History Society to Take the Helm on July 1st, 2014.

Ottawa—March 31, 2014: Donald Neeland, Chair of the Board of Directors for the Society for Educational Visits and Exchanges in Canada ([SEVEC](#)) is pleased to announce the appointment of Deborah Morrison as Executive Director, effective July 1st, 2014.

"A recognized and accomplished leader in the Canadian cultural sector, Deborah brings more than two decades of career accomplishments to our SEVEC leadership team," stated Don. "On behalf of my fellow Board members I would like to congratulate and welcome Deborah to her new position."

Deborah's proven experience in strategic goal-setting, team and operations management, program development and implementation, stakeholder engagement and partnerships will successfully lead SEVEC's growth as a respected youth organization that helps cast our leaders of tomorrow.

"This position provides the opportunity to engage youth more fully in the exploration of their country—the history, heritage, culture and languages that shape Canada today," stated Deborah Morrison. "Building on SEVEC's 76-years of success, I look forward to leading SEVEC into Canada's 150th celebrations and inspiring youth to discover, connect and experience all that Canada and Canadians have to offer them."

Biographical Details for Deborah Morrison

Prior to joining SEVEC Deborah served as President and CEO of Canada's History Society, and publisher of one of Canada's oldest magazines: *Canada's History* (formerly *The Beaver*) and one of its newest: *Kayak: Canada's History Magazine for Kids*. During her tenure she also expanded the Governor General's History Awards and introduced the National History Forum that today brings together the leadership of the history and heritage sector annually. In recent years the Society has diversified its operations to introduce innovative ways of providing more meaningful history experiences for Canadians such as a robust web portal, student contests, and specially designed historical travel tours.

Before joining the History Society in 2002, Deborah served as the founding director of operations for the Historica Foundation of Canada (1999–2002.) Prior to that, she worked with The CRB Foundation — Heritage Project, coordinating its launch of the well-known Heritage Minutes, and developing many of their educational and outreach programs including the Heritage Fairs program that involves more than 100,000 students annually.

Deborah earned a BA in Political Science (Carleton University 1986) and an MBA Executive (Concordia University 1998).

SEVEC New Executive Director Announcement/cont'd

About SEVEC

The Society for Educational Visits and Exchanges in Canada (SEVEC) has been offering reciprocal exchanges between groups of Canadian youth for over 75 years. Each group spends time in the other group's community, typically in another province.

SEVEC youth who participate in education, cultural and linguistic exchanges are our leaders of tomorrow—experiencing Canada's diversity revealed through the eyes of fellow youth, exploring and sharing opportunities to learn about our nation's values for generations past and present, and engaging First Nations, Northerners and new Canadians who emerge with a sense of inclusion and awe at all that our country is and has to offer. Parents, families and teachers also benefit through their involvement with a SEVEC exchange.

Many of our youth participants could not afford to travel vast distances to experience Canada's history, heritage, languages and communities—to learn unforgettable lessons and create meaningful connections. Through funding by the Department of Canadian Heritage, we enable youth participation who could not otherwise gain this valuable experience. SEVEC exchanges are a cost-effective investment that changes lives.

For more information, please contact:

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