

A NEW NAME FOR A NEW ERA

--SEVEC Announces Major Re-branding Initiative--

OTTAWA – Thursday, November 26, 2015 The Society for Educational Visits and Exchanges in Canada (SEVEC) today confirmed it is changing its name to **Experiences Canada** as part of a major rebrand for the nearly 80 year-old organization.

The official unveiling of the new identity will be held Friday, November 27, 2015 beginning at 11 a.m. in the Pearson Room of the Lord Elgin Hotel in Ottawa at the organization's Annual General Meeting. Immediately following the unveiling Experiences Canada will launch its first initiative under its new brand with special guests the Honourable Mélanie Joly, Minister of Canadian Heritage and his Worship Jim Watson, Mayor of Ottawa.

Don Neeland, Chair of the Board of Directors said: "Through the years we have had many names, each one carefully chosen to help better define our purpose for that generation of users. Building on our proud history and traditions of providing extraordinary learning opportunities for young Canadians, *Expériences Canada* captures the essence of the growing number of opportunities and programming we are developing today – both live and online - for young groups and individuals as well as for the educators and community leaders that serve them."

The organization had its beginnings in 1936 when a history teacher from Upper Canada College created a summer exchange program for his students to live with Quebec families to further their understanding of French Canada. SEVEC has been best known for its commitment to supporting second language learning through its experiential learning programs. In recent years however, the organization has broadened its focus to support cross cultural exchanges with Indigenous and Northern communities, and an emerging focus on using these travel opportunities to increase youth engagement in community issues such as social and economic equality, immigration and diversity, and environmental and heritage stewardship.

Beginning tomorrow, the new brand will be rolled out across its pan-Canadian network of hundreds of schools and youth organizations who together work with Experiences Canada to offer between 4500-5000 students each year an opportunity to discover another part of Canada they might otherwise never see.

Deborah Morrison, Executive Director noted: "We wanted to find a fully bilingual name that reflected our origins and core commitment to advancing opportunities for both French and English Canadians and we also wanted to create a logo identity that was distinctly Canadian. The image is inspired from the



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track mark of a Caribou, that legendary animal found throughout Canada and on our 25-cent pieces. The caribou is a lot like most of our young participants: extremely adaptable to summer or winter, are constantly on the move, and they like to travel in large packs! But the logo also expresses the essence of what we aim to accomplish: it reflects our continued desire to create stronger connections for this next generation to our country, to our land, to its challenges and opportunities, and among each other.

About SEVEC/Experiences Canada

Experiences Canada (formerly SEVEC) is a national charitable organization and a leading provider of youth travel and exchange opportunities in Canada. Through its flagship program, which is generously supported by the Department of Canadian Heritage, thousands of young Canadians deepen their understanding of Canada's history, geography, linguistic, cultural, and social diversity. Experiences Canada seeks to strengthen young Canadians' connection and commitment to their communities and their country, and in so doing, better prepare them to become the active citizens and global leaders we need them to be.