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MEDIA RELEASE

Capilano University wins two CASE awards

CASE awards celebrate outstanding achievements in educational advancement

NORTH VANCOUVER B.C. July 26, 2023 – Capilano University (CapU) is honoured to be the recipient of two awards from the [Council for Advancement and Support of Education](#) (CASE), a global non-profit association dedicated to serving and celebrating the work of educational professionals in alumni relations, communications, development, marketing, and advancement services.

The University's [2022-23 Bring It campaign](#) received the Gold Circle of Excellence Award. In addition to a robust digital marketing program, the marketing campaign placed targeted ads at transit shelters close to East Vancouver high schools, SkyTrain stations and shopping malls throughout Metro Vancouver. The campaign focused on two key objectives—increasing brand awareness for the University and supporting student recruitment by driving applications. It celebrated the distinct voices and individuality of CapU students through Capsule stories, video and photo shoots. *Bring It* positioned the University as a place of connection, support and acceptance that embraces students for who they are and empowers them to achieve their potential.

The [Truth & Reconciliation Learning Circle](#) (alumni book club) received the Bronze Circle of Excellence Award. Established with the aim of providing a welcoming environment for participants to expand their understanding of Truth and Reconciliation, participants read *Namwayut: A Pathway to Reconciliation* by Chief Robert Joseph and came together on a weekly basis for seven weeks to explore assigned chapters from the book and engage in discussions. Facilitators created a safe space to discuss challenging topics with humility. Following the program, participants committed to one action to move reconciliation forward, including writing letters to denounce and speak out against violence against Indigenous women, girls and 2SLGBTQIA+ people and to hold all levels of governments accountable to act on the Calls for Justice in the final report of the national inquiry into Missing and Murdered Indigenous Women and Girls.

“We are so proud to be recognized by CASE,” says Jennifer Ingham, vice-president, university relations. “The *Bring It* campaign and Truth & Reconciliation Learning Circle truly demonstrates Capilano University’s commitment to cultivating life-enhancing learning experiences in diverse and inclusive environments.”

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The 2023 CASE award recipients were chosen from more than 4,000 entries from 583 institutions in nearly 27 countries and selected based on overall quality, innovation, use of resources and the impact on the institution or its communities.

About Capilano University

Capilano University is a regional university based in North Vancouver, British Columbia, with additional programming serving the Sunshine Coast and the Sea-to-Sky corridor. With industry-leading instructors, small classes and over 100 programs across five distinctive faculties, CapU is a unique place where students are encouraged to make their mark, in and out of the classroom. Capilano University is named after Sa7plek (Chief Joe Capilano), an important leader of the Skwxwú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses and are located on the territories of the Lílwat, x^wməθk^wəy̓əm (Musqueam), shíshálh (Sechelt), Skwxwú7mesh (Squamish) and Səlílwətaʔ/Selilwitulh (Tsleil-Waututh) Nations.

For more information, or to schedule interviews, please contact:

Linda Munro
Senior Advisor, Public Affairs
Capilano University
t: 604 220 8937
e: lindamunro@capilanou.ca
www.capilanou.ca