



## **Sault College News Release**

For immediate release

### **Sault College Rebrands Alumni Association**

(Sault Ste. Marie, ON January 18, 2012) Alumni can make an important contribution to the future of Sault College. Since opening its doors in 1965 as the Sault Ste. Marie Ontario Vocational Centre, Sault College has produced over 26,000 graduates who continue to impress the world with their career accomplishments.

Sault College is raising the profile of its alumni by officially launching the newly formed Alumni Association, complete with a new logo and brand identity. "As the Alumni Association gets underway, with a mission 'to inform, encourage, unite and serve current and future Sault College graduates', the new logo will bring distinguished visual representation to the group," states Alana Turco, Development and Alumni Officer. "This year we will be concentrating our efforts on re-connecting with our alumni". The Sault College Alumni Association will continue to host alumni breakfasts, publish the annual Alumni magazine and offer events throughout the year to help boost enrolment with the Association.

The logo is inspired by the contemporary emblem of Sault College. "The initial concept behind this logo was to convey movement - to show the alumni as an active part of the college and community - and to suggest that this is the next step following graduation" states Pennina-Lynn (Penny) Cobb, a 3<sup>rd</sup> year Graphic Design student at Sault College who played a key role in the development of the new logo. "The leaf logo represents alumni's activity in the community and their education being put to use in everyday life."

Cobb recently completed a student placement at Fuzednotions Creative Studio Inc., a local graphic design and marketing firm made up of 100% Sault College graduates who specialize in the design of websites, corporate identity, marketing material, and publications.

The launch of the new alumni association brand will help guide an active recruitment campaign to re-engage former students of Sault College. If you are a graduate of Sault College please visit our website at [www.saultcollege.ca/services/alumni](http://www.saultcollege.ca/services/alumni) or contact Alana Turco, Development and Alumni Officer at 705.759.2554 ext. 2622 or by email at [Alana.Turco@saultcollege.ca](mailto:Alana.Turco@saultcollege.ca) to become a registered member of the Sault College Alumni Association at no cost.

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### **Sault College Alumni**

Educating 4,500 students annually, Sault College offers a full range of programs: certificates, diplomas, advanced diplomas, post-graduate certificates, degrees, and apprenticeship programs. With over 26,000 graduates from across Canada and around the world, the Sault College Alumni Association serves to unite all graduates while fostering life-long relationships within the college community. Graduates are encouraged to stay connected, informed and united with each other and Sault College to foster lasting relations and enhance the collective growth of all future alumni. Please visit our website at [www.saultcollege.ca/services/alumni](http://www.saultcollege.ca/services/alumni) for more information about Sault College alumni.

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