



**Sault College Media Release
For Immediate Release**

Study North and Sault College Present Entrance Incentives to Students

(Sault Ste. Marie, ON February 9, 2017) – There are many exciting reasons for choosing to study in the north, and today, several Sault College students experienced yet another! With great enthusiasm, Sault College and Study North presented each student with their Entrance Incentive Rebate cheque of \$1,000!

Students with residential postal codes starting with K, L, M and N who are currently studying at Sault College in the 2016-2017 academic year were eligible for a \$1,000 rebate! Eligible students registered for the Entrance Incentive Rebate in the 2015-2016 recruiting year, and rebates were awarded on a first-come, first-serve basis, based on when they registered for the incentive rebate and if they met the registration criteria.

“We are so proud to work in collaboration with Study North to help bring students to our area to experience everything that Sault College and Northern Ontario have to offer,” says Dr. Ron Common, President Sault College. “Together, we’re helping students find what they love and while doing so they are able to truly appreciate our exceptional school and unique area,” he adds.

The Study North Initiative (SNI) launched in October 2014 and is a collaboration of the six Northern Ontario colleges. Its goal is to market Northern Ontario colleges to prospective students in southern Ontario.

The initiative is experiencing great success as it enters into its last year. With a goal of recruiting 150 students to attend one of the six Northern colleges over three years, SNI has surpassed this with 183 students attending an SNI college by the end of year two! Sault College has proudly welcomed 40 through the efforts of the Study North initiative!

“We are currently building on the momentum of last year,” said Katie Villeneuve, Lead Liaison Officer, Study North. “But it’s exciting to take this time to reconnect with Study North students.

The majority have truly fallen in love with Northern Ontario, hoping to find careers in the North after graduation.”

Students interested in learning more about the Study North Initiative and studying in Northern Ontario, can visit www.studynorth.ca.

Welcome to the North – welcome to Sault College!

–30–

About Sault College

The vision of Sault College is to provide a transformative life experience through empowering those who study with us to think and learn in progressive, innovative ways, including those we have not yet imagined. Sault College grants Ontario College certificates, diplomas, advanced diplomas, graduate certificates, and degrees to its graduates. The College is the largest deliverer of apprenticeship training in all of Northern Ontario. Educating over 2,300 full-time and 4,000 part-time students each year, Sault College has a significant economic impact on the community, with spin-offs in excess of \$158 million. Over \$1.8 million dollars in scholarships, bursaries and awards are distributed annually to students at the College. Located on the border to the United States and situated in the middle of three of the largest Great Lakes on the planet, Sault College is one of 24 publicly-funded colleges in the province of Ontario.

About Study North

The Study North Initiative, which launched, with backing from the Northern Ontario Heritage Fund Corporation (NOHFC), in October 2014 is a cooperative undertaking of Northern Ontario’s six community colleges to market Northern Ontario schools to prospective students in Southern Ontario. The six Northern Ontario partner colleges include Confederation College, Thunder Bay; Sault College, Sault Ste. Marie; Collège Boréal, Sudbury; Cambrian College, Sudbury; Northern College, Timmins; Canadore College, North Bay. To date, the Study North (recruitment of GTA students) has met and surpassed the project goals, positively contributing to Northern Ontario’s economy.

For further information, please contact:

Katie Villeneuve, Lead Liaison Officer
Study North Initiative
416-473-0522
katherine@studynorth.ca

Rachel MacDonald, Human Resources and Corporate Communications Coordinator
Sault College
705.759.2554 ext. 2699
rachel.macdonald@saultcollege.ca