

media advisory

April 17, 2013

Media Relations
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Students apply social media at International Youth Leadership Summit

Calgary—The Calgary Board of Education will host local students and international peers from Denmark in discussions about using social media and other technologies for social change during a three-day International Youth Leadership Summit (IYLS) this week.

The April 18 - 20 summit is being held at Western Canada High School. The aim is to inspire students to be responsible and active digital citizens. They will use innovative tools like social media to encourage participation in the local and global community.

The summit features an assortment of knowledgeable facilitators who will challenge student thinking through keynote addresses and daily break-out sessions. Topics will range from human rights campaigns and how youth can make a difference, to online philanthropy and how social media can be used to create mass collaboration for good, as well as topics such as cyber bullying.

Students and event organizers will be available for interviews during registration between 4 - 5 p.m. Telephone interviews can also be arranged in advance. Media are further invited to attend the opening ceremony, which includes the following speakers:

- **Gareth Lewis, senior advisor, international government relations and above ground risk, CNOOC (keynote speaker)**
- **Kat Svikhnushin, Master of Ceremonies and student at William Aberhart High School**
- **Sheila McLeod – CBE director of Global Learning Services**
- **Brant Parker – CBE director of Innovation and Learning Technologies**
- **Kim Hackman, principal, Western Canada High School**

Date: Thursday, April 18, 2013

Time: Registration is from 4 - 5 p.m. Phone interviews can be arranged until 3:30 p.m. on April 18. To ensure your request is accommodated in a timely manner, please provide as much lead time as possible prior to requesting a phone interview. Media are also invited to attend the opening ceremony from 5 - 6:30 p.m.

Place: Western Canada High School (cafeteria) 641 - 17 Avenue SW, Calgary AB, T2S 0B5

Contact: Jason Yule, 403-512-2304

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