

for immediate release | July 22, 2011

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EMILY CARR UNIVERSITY OF ART + DESIGN APPOINTS BARRY PATTERSON EXECUTIVE DIRECTOR, COMMUNICATIONS

VANCOUVER, BC — Emily Carr University of Art + Design is pleased to announce Barry Patterson will join the organization as Executive Director, Communications effective August 29th, 2011. This newly created role will help to shape and define the University's brand and build upon the global reputation of the school and the success of its students and alumni.

Patterson is a media veteran with more than 15 years experience working in senior level communications and marketing roles within the public, private and not-for-profit sectors. In his most recent role, he led the rebranding and all national and international marketing, communications and outreach strategies for the CFC (Canadian Film Centre), located in Toronto. While at the CFC he oversaw the multi-award winning campaigns for the CFC Worldwide Short Film Festival. Previously, Patterson managed marketing & communications strategies for CBC Television's Arts & Entertainment portfolio, CBC Television's 50th Anniversary, Astral Media's pay television networks, and Famous Players. He has been an instrumental part of launching and repositioning brands, such as Kids' CBC, The Movie Network and Famous Players IMAX.

"We're excited to have Barry onboard," says Dr. Ron Burnett, President + Vice-Chancellor, Emily Carr University of Art + Design. "His wealth of experience, knowledge and leadership will be a great asset to our team."

Commencing August 29, 2011, Patterson can be reached at bpatterson@ecuad.ca and by phone at 604.844.3078.

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