

For Immediate Release

EMILY CARR UNIVERSITY WITH THE SUPPORT OF TELUS OPTIK TV CREATES LOCAL COMMUNITY PROGRAMMING

Vancouver, BC, October 11, 2012 | Emily Carr University of Art + Design and TELUS are pleased to announce the creation of two community television programs on TELUS Optik Local that focus on the next generation of Emily Carr researchers, innovators, artists, and designers.

“TELUS is proud to support arts initiatives through innovative projects at schools such as Emily Carr,” says Blair Miller, Vice-President of Content at TELUS. “We’re pleased to showcase through Optik Local this wonderful programming about Emily Carr. The community can really get a taste for the quality of design and amount of innovation happening right here in Vancouver.”

Through this unique collaboration, Optik TV viewers will have two opportunities to learn about Emily Carr students and the University’s connection with the local community. *Selected Works from the 2012 Degree Exhibition* will bring viewers a virtual gallery within the comfort of their own homes. The gallery will provide Emily Carr alumni with a platform to have their work seen by a much wider audience. Tune in, sit back and get up close and personal with select pieces from the most recent graduating class.

Emily Carr – A Community of Design features stories that take viewers inside the Design program at the University. In our city, we’re immersed in design every single day, whether it’s health design, interactive design, communication design or the design of urban space. Find out how Emily Carr’s designers and researchers respond to the changing needs of our community and the world around us. *Emily Carr – A Community of Design* features interviews with industry specialists Sheree Watson, Lululemon Athletica; Nancy Bendsten, Inform Interiors; Andrew Reid, Vision Critical, Linda Dempster, Vancouver Coastal Health, and Erick Villa Gomez, Spacing Magazine.

"This initiative with TELUS through Optik Local has not only allowed us to feature our talented students and alumni work but to further tell Emily Carr's design story, one that is rich with more than 20 years of engagement with our community," says Barry Patterson, Executive Director, Communications at Emily Carr. "We were fortunate to work with alumni-based company Giant Ant Media to create these compelling works."

Both programs can be found on Optik TV by selecting Video on Demand this fall under Optik Local in the Vancouver Featured category. The programs are produced by Emily Carr, created by Giant Ant Media and supported by TELUS.



About Emily Carr University of Art + Design

Emily Carr University of Art + Design, established in 1925, is a world leader in education and research. Encouraging experimentation at the intersection of art, design, media and technology, our learning community merges research, critical theory and studio practice in an interdisciplinary environment. Alumni and faculty are internationally recognized as award-winning creators and thought leaders who have enormous impact on both the cultural sector and economy. We engage students, industry, and society to continuously explore and think differently about creativity and how it shapes our world. Find out more at ecuad.ca.

About TELUS

TELUS (TSX: T, T.A; NYSE: TU) is a leading national telecommunications company in Canada, with \$10.6 billion of annual revenue and 12.8 million customer connections including 7.4 million wireless subscribers, 3.5 million wireline network access lines, 1.3 million Internet subscribers and 595,000 TELUS TV customers. Led since 2000 by President and CEO, Darren Entwistle, TELUS provides a wide range of communications products and services including wireless, data, Internet protocol (IP), voice, television, entertainment and video.

In support of our philosophy to give where we live, TELUS, our team members and retirees have contributed more than \$260 million to charitable and not-for-profit organizations and volunteered 4.2 million hours of service to local communities since 2000. Fourteen TELUS Community Boards lead TELUS' local philanthropic initiatives. TELUS was honoured to be named the most outstanding philanthropic corporation globally for 2010 by the Association of Fundraising Professionals, becoming the first Canadian company to receive this prestigious international recognition.

For more information about TELUS, please visit telus.com.

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