

For immediate release

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Media Awareness Network and Canadian Teachers' Federation Partner to Promote Media Literacy in the Digital Age

June 8, 2009 (Ottawa) –Media Awareness Network (MNet) and the Canadian Teachers' Federation (CTF) are joining together to host Canada's fourth annual Media Literacy Week, **November 2-6, 2009**.

This year's theme – *Media Literacy in the Digital Age* – will emphasize the multiple literacy skills needed by today's youth for accessing, evaluating, repurposing, creating and distributing media content.

“Students need a whole new skill set to successfully navigate media content in the digital age,” explains CTF President Emily Noble. “Although young people navigate easily through various media, they still require guidance and mentorship to develop the necessary critical thinking skills for active and engaged online citizenship.”

A variety of activities – from classroom-based projects to large-scale public events – will take place throughout the week in support of media literacy.

“The week was renamed this year from National Media Education Week to Media Literacy Week to raise awareness among Canadians that helping kids become media literate isn't just the responsibility of teachers,” said Jane Tallim, Co- Executive Director of MNet. “Parents, librarians, Guide and Scout leaders, coaches, camp counselors, paediatricians – everyone involved with youth can play a role in promoting media literacy in their homes, schools and communities.”

Collaborators involved in this year's events include the National Film Board of Canada, Association for Media Literacy, Media Education Project (Guelph University), McGill University Faculty of Education, Canadian Association for Media Education Organizations, Ontario Library Association, Historica Encounters Canada, Pacific Cinematheque, London Public Library and the Prime Minister's Awards of Teaching Excellence.

Bell is a Silver Sponsor of Media Literacy Week this year, continuing its longstanding commitment to supporting media literacy initiatives in Canada.

For information on how you can become involved visit the Media Literacy Week website at: www.medialiteracyweek.ca.

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Media Awareness Network (MNet) is a Canadian not-for-profit centre of expertise in media literacy. Its vision is to ensure children and youth possess the necessary critical thinking skills and tools to understand and actively engage with media. MNet's programs are funded by its public and private sector sponsors and partners, who include: CTVglobemedia • Canwest • TELUS • Canadian Internet Registration Authority • CTV • National Film Board of Canada • Government of Canada.

Canadian Teachers' Federation (CTF) represents nearly 200,000 Canadian teachers across the country. For nearly 90 years, CTF has advanced the cause of children, defended the rights of teachers and promoted a strong public education system. Further, they have championed the increase and strengthening of the practice of media education in Canadian classrooms.

[\(http://www.ctf-fce.ca/\)](http://www.ctf-fce.ca/)

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