

Movie Magic

New video perfectly portrays what distinguishes WECDSB



A still photo captured from a new video shows W.J. Langlois Catholic Elementary School teacher Lisa Cudini working with one of her students.

(Windsor, Ontario, Jan. 6, 2015) – A brand new video about the Windsor-Essex Catholic District School Board perfectly conveys how its schools strive to help every one of its students move forward.

“I think the video does a beautiful job of capturing who we are as a family of schools,” said WECDSB communications coordinator Stephen Fields. “It speaks to our differences as a faith-based system, it speaks to how we embrace technology, and it speaks to how we embrace all of our students through our inclusionary model.”

Shot by local videographer Sasha Jordan Appler and produced by CGI Communications of Rochester, New York, the 90-second video showcases several schools and includes brief appearances from Cardinal Carter Catholic Secondary School alumni Andrew Banar, teacher and Google Apps for Education trainer Joe Sisco, and WECDSB Associate Director Cathy Geml.

The video will be used by the board for a number of promotional initiatives, but will eventually live on a site hosted by the City of Windsor designed to attract new people to the community.

“We see this is a great opportunity to show people who are considering moving to Windsor-Essex everything our schools have to offer,” said WECDSB Director of Education Paul Picard. “We continue to expand with innovative new programs, and this video exhibits the solid foundations those programs are built upon.”

Board Chair Barb Holland said she was delighted when she saw the video.

“It’s an extremely professional production that really portrays what Catholic education is all about,” she said. “I hope as many as people as possible will see it, and they will share it on their social media networks. I think this will be a wonderful way to attract new families who are considering everything that a faith-based education can provide for their children.”

Watch the full video here: <http://youtu.be/xWvfuWiNtGQ>