

Bold new look

Registration kicks off with fresh campaign

THEY MADE IT
HERE...

WINDSOR-ESSEX CATHOLIC
DISTRICT SCHOOL BOARD
"Learning together in faith and service"

www.catholicboard.ca

**KINDERGARTEN
REGISTRATION**
February 16-26, 2016

Local Catholic School
Open Houses:
February 17, 2016

BECAUSE THEY
STARTED HERE...

WE'RE WITH
YOU
ALL THE WAY!

To find a school near you, visit catholicboard.ca **519-253-2481**

An example of one of the display ads being used for the new kindergarten registration marketing campaign.

(Windsor, Ontario, Feb. 2, 2016) – Kindergarten registration period is kicking off with a bold new look this year.

“We really wanted to tell parents that when they enroll their children in one of our schools, they’re not just signing up for kindergarten,” said Director of Education Paul Picard. “They’re joining a family that’s going to support them from start to finish. From kindergarten to graduation from high school, we’re with you all the way.”

Kindergarten registration runs from **Feb. 16-26** this year, with open houses at all local elementary schools from **5-7 p.m. on Feb. 17**. Parents are being encouraged to attend those

sessions to learn more about all the great educational opportunities that area Catholic schools have to offer.

After holding a productive focus group session last year with about 20 kindergarten teachers, the board redesigned all its registration marketing materials to emphasize the board's faith-based family atmosphere where students are supported throughout their entire scholastic journey.

Created by graphic designer Reg Houle, the new materials depict a series of photos of children in kindergarten along with accompanying graduation photos, affirming that they made it to the finish line because they started their journey in a WECD SB school.

"These new materials will resonate with parents," said Communications Coordinator Stephen Fields. "From the first day of kindergarten, most parents imagine their child walking across that stage to receive their high school diploma, and they want to know their child is going to be supported every step of the way. I think these materials really capture the essence of that sentiment."

The board is stepping up its recruitment efforts this year and will use the new materials as both digital and display print ads in The Windsor Star, Windsor Parent magazine, Windsor Life magazine, and all community weekly newspapers throughout Windsor-Essex. The campaign also includes radio spots which emphasize the slogan "We're with you all the way!" It also includes a strong social media component, utilizing Twitter and paid Facebook advertising.

Find out more information about kindergarten registration here:

<http://www.wecdsb.on.ca/school-kindergarten-reg.html>

Check out the new marketing material here:

<http://www.wecdsb.on.ca/school-kindergarten-marketing.html>