

FOR IMMEDIATE RELEASE

BREES COMMUNICATIONS LAUNCHES NEW CAMPAIGN FOR CST

April 4, 2016. RESP provider Canadian Scholarship Trust (CST) has launched a new Canada-wide awareness campaign for its annual Learning Project Competition. The competition awards \$250,000 in total cash prizes for innovative ideas that help children learn for the future. Developed by Agency of Record Brees Communications of Toronto, the campaign is aimed at parents, teachers, and not-for-profit organizations that work with children.

The campaign uses a media mix of print, radio, OOH and online ads to encourage participants to submit their innovative learning ideas. Submitters vie for online votes to get to the semi-finals where the top 10 ideas are then voted on by a panel of celebrity judges, including astronaut Col. Chris Hadfield.

“This is our second year promoting The Learning Project Competition for CST. Last year we achieved triple digit increases in idea submissions and votes and we’re expecting even bigger results for 2016”, explains Liz Falconer, President and CEO of Brees Communications.

Featuring a friendly robot in both print and radio, the campaign drives to a dedicated website (learningproject.cst.org) where participants can learn more, submit an idea, and track their success.

For more information on Canadian Scholarship Trust, contact Marjorie Cullen at Marjorie.Cullen@cst.org

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Got an idea to help kids learn?

Enter The Learning Project Competition Today!

No purchase necessary

cst inspired minds[®] learning project

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