



Friday, January 8, 2010

### Students Serving Students for Stronger Colleges

**Toronto, ON** –Are you ready and willing? Starting Monday, January 11<sup>th</sup> member campuses of the College Student Alliance (CSA) will be reaching out to their students in an effort to increase the awareness amongst students of the work being done on their behalf by their Student Association. *"CSA touched me...(and I liked it)"* is the 2<sup>nd</sup> Annual Student Association (SA) Awareness Week.

"SA Awareness Day and now Week was created to promote, educate and engage our students in the work that we do on their behalf on a daily basis through the year," says Justin Fox, President of the College Student Alliance. "This type of campaign provides an excellence opportunity for us to get out and speak directly to those whom we serve."

Student Associations/Unions have been working for their students' on-campus and off-campus, provincially and federally since the colleges first opened in the late 60's. Today's ever-changing economy and demographic have created the need for SA's to become more adaptable, flexible and highly inclusive and representative to the diverse students they serve. The services and events offered by today's SA's are drastically different than those offered in the past, which partially created the need for this awareness week.

"We strongly believe that there are many students walking our halls that truly just don't understand what we do for them," adds Fox. "So this is an excellent opening for them and us to learn and also have a chance to win \$200 in cold hard cash."

The *"CSA touched me...(and I liked it)"* campaign also provides the Student Associations/Unions with the opportunity to let their students know what their doing on their behalf at the provincial and federal level through the CSA. Let them know that their SA is apart of a bigger network of SA's working to bring about positive change to better their education and experience. Through the CSA, their voices are united with the over 120,000 full-time college and college-university students to present a powerful voice to the provincial and federal government on issues from tuition fees and OSAP to the accessibility, quality and transferability of their education.

To find out more about the College Student Alliance and SA Awareness Week by visiting, [www.collegestudentalliance.ca](http://www.collegestudentalliance.ca).

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The College Student Alliance (CSA) is an advocacy and services organization, which has been proudly serving Ontario's college and college-university students since 1975. The CSA currently represents 16 colleges and 24 student councils with over 120,000 full-time student members throughout the province.

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