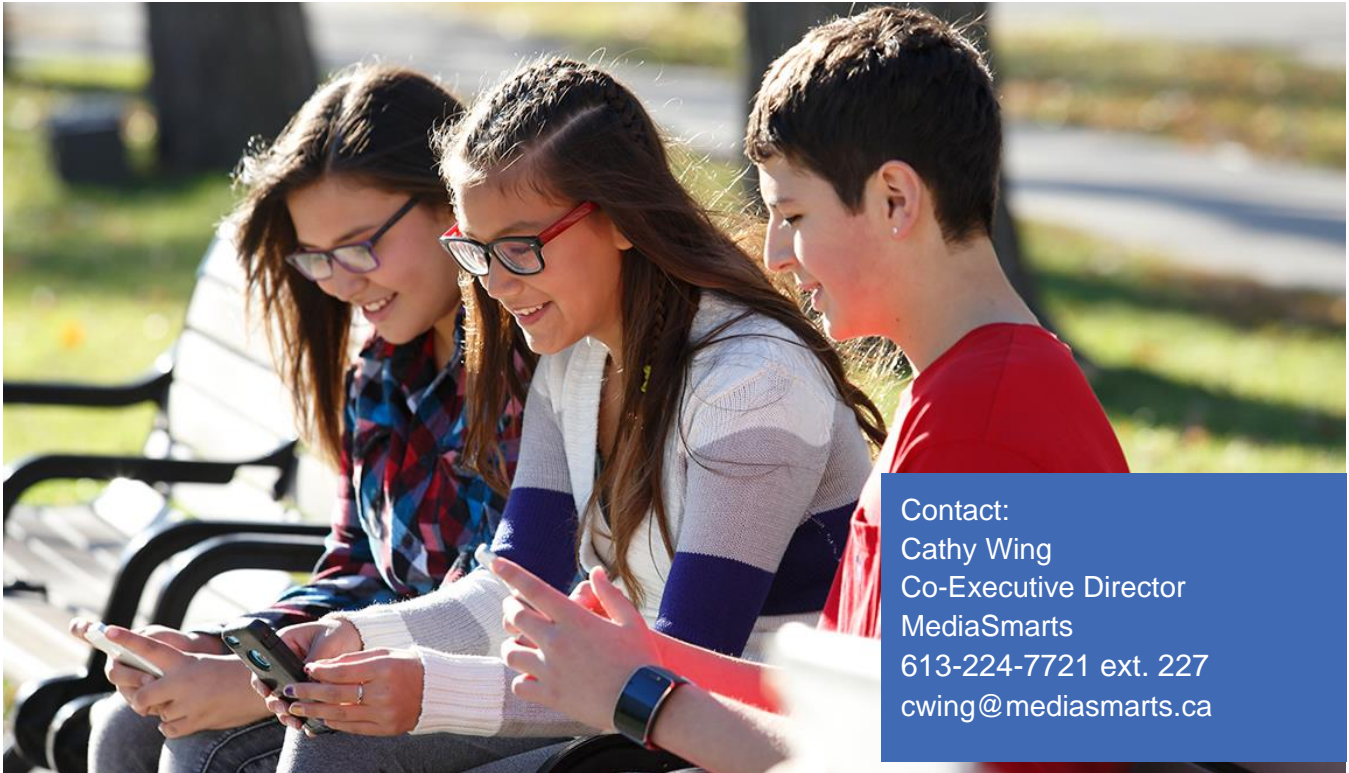


media LITERACY WEEK

2017 Collaborator Package



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Inclusion in a Connected World: A place and voice for everyone

November 6-10, 2017

MediaLiteracyWeek.ca | [#MedLitWeek](https://twitter.com/MedLitWeek)



Canadian Teachers' Federation
Fédération canadienne des enseignantes et des enseignants

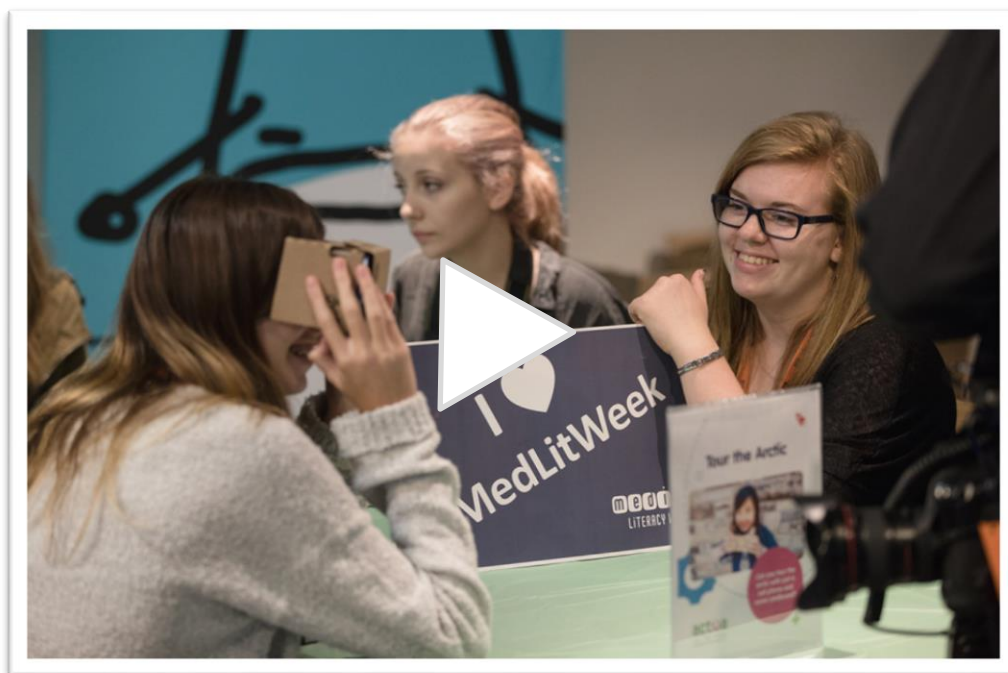
Media Literacy Week (MLW) is hosted annually by MediaSmarts and the Canadian Teachers' Federation (CTF) to promote digital and media literacy education in Canadian homes, schools and communities. Join us in supporting Canada's twelfth annual Media Literacy Week November 6-10, 2017!

2017 Theme: Inclusion in a Connected World

The official theme of Media Literacy Week 2017 is **Inclusion in a Connected World: A Place and a Voice for Everyone**. Through the theme we will promote ways that diverse voices, perspectives and talents can participate in and enrich our media and digital spaces.

Impact

Since the first Media Literacy Week (MLW) in 2006, this annual event has captured the attention and imagination of teachers, youth, and organizations across the country and around the globe. Twelve years later, we have grown from a handful of founding partners to over 100 committed organizations and companies supporting the vision of the week: to ensure that young people have the critical thinking skills they need to understand and get the most out of the media they love.



Media Literacy Week 2016 launch event at the Canadian Museum of Nature in Ottawa.

Media Literacy Week 2016: Makers & Creators

Events across Canada

- MLW was launched at the Canadian Museum of Nature in Ottawa by the Honourable Patty Hajdu
- Twitter, Instagram, Actua, Ladies Learning Code and Shopify hosted workshops at the launch event
- Concordia University hosted a three-part event with a maker faire and film screening in Montreal
- The National Film Board of Canada prepared and shared a collection of free resources and videos
- Regent Park Focus hosted nine events across Toronto with many other collaborators

Incredible Collaborators

MLW 2016 had over 80 collaborators across Canada, including the Prime Minister's Awards for Teaching Excellence, Shaw Media, The Games Institute at the University of Waterloo, Saskatoon Star Phoenix, Corus Entertainment, National Council of Canadian Muslims, Camp Tech, Kids Code Jeunesse, Manitoba Teachers' Society, Facebook and Public Safety Canada.

MLW in the United States

The National Association for Media Literacy Education (NAMLE) hosted MLW in the U.S. for the second time in partnership with the Canadian week.

Outstanding Sponsors

MLW 2016 was supported by generous national and international brands, as well as by provincial and territorial teacher associations.



At a Glance:

- Over **80** collaborators nationwide
- **2.3 million** impressions on Twitter
- **25** large scale events across Canada
- **160** students and guests attended the launch event
- **Hundreds** of teachers undertook classroom activities
- **Saskatchewan** and **Manitoba** issued official proclamations



How You Can Collaborate

Launch a Resource or Program

Do you have a new media/digital literacy or inclusion-related resource that you're planning on launching soon? Leverage Media Literacy Week and the hashtag #MedLitWeek to make your new project part of the conversation.

Host or Support an Event

Media Literacy Week is a nation-wide celebration with activities taking place in communities across Canada. By hosting an event, you can help involve your local community in this national initiative. You can also support an event happening in your community during the week by attending and promoting it through your networks.

Participate in Online Conversations

Join in to the existing Twitter chats, webinars and online panels taking place during the week. Or create your own interactive event to engage experts in your community.

Create Education Opportunities

If you are a teacher or an adult who works with youth, you can celebrate the week and promote digital and media literacy by using the lessons, games and activities available at mediasmarts.ca.

Promote to Your Audiences

Use your communications channels to share all the great goings-on of Media Literacy Week. We'll even help by writing some great content you can use!

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Let us know if you want to be involved in Media Literacy Week. We'll add you to our collaborator's list and promote your involvement on the website, in social media, and in our newsletters.

Contact:

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