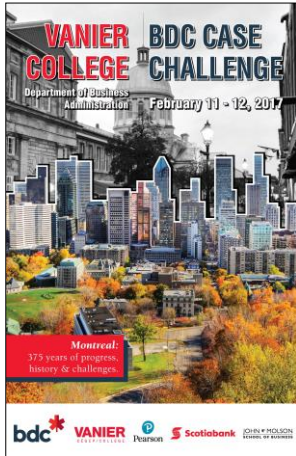


## 12<sup>th</sup> Annual Vanier College BDC Case Challenge set for February 11-12, 2017



Montreal, December 6, 2016. It is with pride that Vanier College announces its 12<sup>th</sup> annual Vanier College BDC Case Challenge that will take place on Saturday February 11<sup>th</sup> and Sunday, February 12<sup>th</sup>, 2017. Thirty-four colleges and cegeps will be in Montreal for the weekend activity that has become one of the most prestigious collegiate marketing case competitions in Canada.

“This year’s theme is based on the 375<sup>th</sup> anniversary of the founding of Montreal,” says David Moscovitz, Vanier team coach and organizer of the marketing competition. “As Montreal has continued to grow and develop over the years, so too has the Case Challenge. This year, we are welcoming thirty-four colleges – the largest number of participants ever. Many are colleges that have never competed before. We are thrilled at this growth because the Case Challenge provides a unique

opportunity for engaging students and inspiring marketing students across Canada. We are proud that new students and schools have the chance to benefit from the rich experience this event offers.”

The colleges and cegeps signed up this year are Cégep André-Laurendeau, Cégep régional de Lanaudière à Joliette, Collège Édouard-Montpetit, Dawson College, John Abbott College, Vanier College, Collège Rosemont, Collège Ahuntsic, Collège Montmorency, and Collège Bois-de-Boulogne, from Québec; Algonquin College, Durham College, Fanshawe College, George Brown College, Georgian College, Humber College, Mohawk College, Niagara College, Seneca College, Sheridan College, St Lawrence College - Brockville, St Lawrence College - Kingston, Collège La Cité, Centennial College, Collège Boréal, and St. Clair College, from Ontario; Red River College from Manitoba; Southern Alberta Institute of Technology (SAIT) from Alberta; Okanagan College, and Acsenda School of Management from British Columbia; New Brunswick Community College (St. John), and Collège Communautaire du Nouveau-Brunswick from New Brunswick; Nova Scotia Community College from Nova Scotia; and College of the North Atlantic from Newfoundland.

The BDC is proud to be a long-time partner of this Case Challenge. “We believe in the importance of supporting youth education and playing an active role in helping students gain practical presentation skills and apply their marketing knowledge. It’s a great way to learn while having fun,” stated Michel Bergeron, Senior Vice President, Marketing and Public Affairs at BDC.

Round One of the 2017 competition will take place on Saturday, February 11, 2017, at the Marriott Courtyard Hotel (Montreal Airport), 7000 Place Robert-Joncas, (514-339-5333). Presentations begin at 10:00 AM and run until 5:00 PM on Saturday. Because of the large number of participants, there will be three theatres of eleven presentations on Saturday. That evening, the top two teams from each of the three theatres will be announced at a gala dinner at 7:00 PM. These top six teams will then go on to compete in the finals Sunday morning, February 12, 2017, following which, an awards luncheon will take place.

The Business Development of Canada is the principal sponsor of the Case Challenge

## **About BDC**

BDC is the only bank dedicated exclusively to entrepreneurs. It promotes Canadian entrepreneurship with a focus on small and medium-sized businesses. With its 110+ business centres from coast to coast, BDC provides businesses in all industries with financing and advisory services. Its investment arm, BDC Capital, offers equity, venture capital and flexible growth and transition capital solutions. To find out more, visit [bdc.ca](http://bdc.ca).

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