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“THE CAP CREW” MAKE MUSHROOMS APPEALING TO TWEENS

Conestoga College Advertising Students Win Big in Mushroom Character Development

KITCHENER, ON. – Mushrooms Canada and Conestoga’s Advertising Program have done it again. After last year’s success with the creation of the association’s new logo and tagline, Mushrooms Canada challenged the students to create mushroom characters. The result was a win for eight of the program’s students; Jennifer Bregman, Brendan Waller, Amanda Moore, Tarah Mcfarlane, Amy Lienhart, Quinn Battersby, Jessica Warren, and Danielle Beaumont.



The Cap Crew Characters, designed by Jennifer Bregman and Brendan Waller, to be launch by Mushrooms Canada this summer

The Character development was presented to the students as a scholarship opportunity to see who could design the most appealing characters and who could develop the best plan to implement them. As a result, Jennifer Bregman and Brendan Waller took home first place in both categories with their characters, “The Cap Crew”. Honoured with a \$950 scholarship, the two are delighted to have

created characters that will be part of an already strong Ontario mushroom promotional campaign. Mushrooms Canada also donated \$2000.00 to Conestoga College for the

Advertising Program, in hopes that it will continue to put talented individuals out into the community.



Brittany Stager (Marketing Coordinator) and Bill Stevens (Executive V.P of Mushrooms Canada) with winners Jennifer Bregman and Brendan Waller

“Last year our Advertising students had the valuable opportunity to demonstrate their Creative skills in the development of a Corporate Identity Program for Mushrooms Canada” says Joe Romer, Advertising Program Coordinator. “This year their Strategic and Marketing skills were put to the test as well as their Creative in the development and implementation of a marketing plan to a younger target market.

The “Cap Crew” is a fun, fresh approach that was the result of intensive research and market analysis. I can’t thank Mushrooms Canada enough for giving our students the opportunity to showcase their skills. It’s this “hands on” approach that prepares them so well for careers in the Advertising industry.”

The Advertising program at Conestoga College is in its seventh year of operation and has been a great success with graduates now working in large corporations such as Research In Motion and growing associations such as Mushrooms Canada.

Mushrooms Canada rebranded itself last year from The Canadian Mushroom Growers’ Association. It launched a province wide campaign to increase awareness of Ontario grown mushrooms, their uses, flavours, and many health benefits. More mushroom information can be found on www.mushrooms.ca.



Bill Stevens (Executive V.P of Mushrooms Canada) with Joe Romer (Advertising Program Coordinator)

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