

MEDIA RELEASE

FOR IMMEDIATE RELEASE

SIAST facebook app creates online sea of green

Melon head application gaining attention amongst Rider fans

November 24, 2010 – If the Saskatchewan Institute of Applied Science and Technology (SIAST) has its way, facebook will be green by Grey Cup Sunday.

From the comfort of their armchairs, an application on SIAST's facebook page lets Rider fans create online photos of themselves wearing a melon head hat at a virtual stadium. So far, 5,500 Saskatchewan Roughrider fans have used the application. SIAST hopes those numbers will escalate in the countdown to Sunday's game.

"All season, there's a sea of green in the stands at Rider games," says Tess Hodgins, SIAST's senior marketing and communications consultant. "We want to create an online sea of green. There is so much enthusiasm and support for the Riders – we thought this would be a fun way to bring more online support to the team."

The application involves three easy steps. Once users have created their melon head photo, they are encouraged to post this picture to their profile, thereby contributing to the online sea of green on facebook. To access the app, facebook users can visit www.facebook.com/SIAST and click on the Melon Head tab.

SIAST is Saskatchewan's primary public institution for post-secondary technical education and skills training, recognized nationally and internationally for its expertise and innovation. More than 14,000 students were enrolled in SIAST programs in the most recent academic year; additionally, the organization drew almost 30,000 individual course registrations. Through program and course registrations, SIAST served almost

26,000 distinct students with programs that touch every sector of the economy. SIAST operates campuses in Moose Jaw, Prince Albert, Regina and Saskatoon, and provides a number of courses and programs through distance education.

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