



**CREPUQ**  
CONFÉRENCE DES RECTEURS  
ET DES PRINCIPAUX  
DES UNIVERSITÉS DU QUÉBEC

## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

### **“Knowledge Matters”**

#### **TELEVISION CAMPAIGN ON THE IMPORTANCE OF ADVANCING KNOWLEDGE**

**Montreal, October 27, 2008** – The Conference of Rectors and Principals of Quebec Universities (CREPUQ) will broadcast three advertisements on television for six weeks beginning today, as part of a campaign to enhance public awareness of the importance of education and knowledge and to develop Quebecers’ pride in their university system. “Our health, security, economic prosperity and environmental sustainability – civil society overall – depend on excellence in university education and research”, stated CREPUQ President Heather Munroe-Blum, Principal and Vice-Chancellor of McGill University.

“Universities are leading contributors to the education of highly qualified personnel and the advancement of knowledge, essential for development in a range areas of priority for Quebecers. The advancement of knowledge will make the difference between stagnation and growth in our society. It is essential to raise awareness of the importance of the contribution of university teaching and research to the advancement of knowledge, and to foster a consensus on the need for a university system that is excellent by international standards,” added Dr. Heather Munroe-Blum.

The three advertisements demonstrate that without knowledge, it would be impossible to address Quebecers’ concerns about health, education or the environment. The advertisements will be broadcast throughout Quebec. They can be viewed on the [whyknowledgematters.ca](http://www.whyknowledgematters.ca) Web site, which was created to support the campaign. Designed by Publicis, the ads were produced by Cinélande. Several CREPUQ partners provided the support that made the production and broadcasting of

these ads possible: they are the Quebec government, Hydro-Québec, Rio Tinto Alcan and Sanofi Aventis.

Begun last spring with the publication of advertisements in the print media, the **Knowledge Matters** campaign will be spread over three years.

Founded in 1963, CREPUQ is a meeting place for the heads of all Quebec's universities. It acts as a forum for the exchange of ideas between the universities, coordinates their action and represents them in dealings with the government and groups concerned with university education and research.

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