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MEDIA RELEASE

July 19, 2007

For Immediate Release

FORMER BOMBER MEDIA DIRECTOR RETURNS TO WINNIPEG **Shawn Coates appointed UWinnipeg's Director of Communications & Marketing**

WINNIPEG - The University of Winnipeg is pleased to announce the appointment of former Winnipeg Blue Bombers Media Director Shawn Coates as Director of Communications & Marketing effective July 12, 2007.

Shawn has just returned to Winnipeg from Toronto where he worked for the Canadian Football League as Director, Football Operations since October 2004. During his time there, he spearheaded the new Instant Replay initiative, developed a digital video exchange infrastructure and implemented a cutting-edge cardio-vascular screening program for players and coaches. As the CFL's policy writer, he created the league's Code of Conduct, Dress Code and Sideline policies.

From 2000 to 2004, Shawn served as Director of Media & Public Relations for the Winnipeg Blue Bombers where he managed all communications & marketing activities for the club. A professional photographer, Shawn has also held communications positions with the International Basketball Association and the Winnipeg School Division, and worked for a time as editor of *Uptown Magazine* and as a news & sports reporter for community newspapers such as *The Metro* and *The Lance*.

Shawn also has ties to The University of Winnipeg both as a student and as an assistant coach for the Wesmen Men's Volleyball Team under Larry McKay (1991-93). He has a Bachelor of Arts in Political Science from the University of Victoria and has completed courses in Sport Psychology and French Studies at UWinnipeg.

"We are very fortunate to find someone with Shawn's talents and experience," said Dan Hurley, UWinnipeg's Executive Director for External & Alumni Affairs. "He has a proven track record of developing new and innovative ways to promote an organization. As we move forward with new academic programming and campus renewal, Shawn will be instrumental in ensuring the community—both local and global—are aware of the exciting new developments at The University of Winnipeg."

As Director of Communications & Marketing, Shawn will serve as lead media spokesperson, and will be responsible for developing new strategies to promote the University to potential students, faculty, external organizations and the community as a whole. He leads a team of support staff including:

***Ilana Simon, Senior Communications & Marketing Officer**

Ilana Simon holds a BA in Political Science from The University of Winnipeg. She spent 20 years as a journalist and "came home" to work in Communications at her alma mater in 2004. She is the senior media relations officer in UWinnipeg's Communications office, responsible for the majority of news releases, media relations and internal electronic newsletter e-dition. A passionate foodie, Ilana served as Winnipeg Free Press food columnist for years and is the author of three cookbooks including best-seller The 125 Best Fondue Recipes (published by Robert Rose Inc. of Toronto), which has sold more than 80,000 copies. The Fondue Bible (also published by Robert Rose) is due in bookstores this Fall. Ilana may be reached at (204)786-9930 or at i.simon@uwinnipeg.ca.

***Naniece Ibrahim, Communications & Marketing Officer**

Naniece Ibrahim has been working in public relations and communications for more than a dozen years. She recently left the Royal Winnipeg Ballet as their publicity manager to join the UWinnipeg communications team. Ibrahim has also worked for CBC Radio One & Two and spent several years working with international students at the American University in Cairo, Egypt. She has a BA in political science from the University of Manitoba and a diploma in Creative Communications from Red River College. Naniece may be reached at (204)786-9939 or n.ibrahim@uwinnipeg.ca.

***Marnie Loewen, Webmaster**

Marnie Loewen is a University of Winnipeg graduate with a BA in Sociology and a diploma in computer network support. She began working at the University in 1999 as a Client Services Coordinator with the Technology Solutions Centre. In 2004 she became an Associate Web Developer and in 2006 became the University Webmaster working in the Communications Office. Marnie is responsible for the day-to-day management of the University's corporate website as well as investigating and implementing new technologies to move the University's website into the future. She may be reached at (204)786-9045 or m.loewen@uwinnipeg.ca.

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