

**News Release**June 1st, 2010

For Immediate Release

The Annual Guide to Schools launches new Website*Online schools Portal to become a valuable piece of information for Parents*

Calgary, Alberta – (June 1st, 2010) New Wave Media Vice President Jonathan Molina announced today that the Agency has launched the brand new Annual Guide to Schools interactive website. “We are extremely happy with the finished result” commented Molina, “The Guide to Schools was originally created to assist parents with the important decision of selecting a private or charter school for their children. Our print version has successfully accomplished this goal and we are more than confident that our new online version of the magazine will be a perfect compliment” concluded Molina. Among many features, the new website incorporates:

- A dedicated Online schools Portal that provides schools the opportunity to upload pertinent information including: website link, phone numbers, social networking links, Google map to the school, 300 word write up on the school, ability to submit their latest news releases, ability to submit up to 10 images of their school.
- The Online Schools Portal allows parents to type in the categories or key words of what they may be looking for in a school. The Portal will automatically take them to a list of schools that may have those categories or key words listed within their profile.
- A custom blog for parents to submit article ideas, comments, and read articles on everything that is happening in respect to education and private and charter schools.
- An article/editorial section where articles will be posted on a regular basis, both from the current issue of the Guide to Schools and past issues.

More features can be found by logging on to the website at www.guidetoschools.ca

If your school would like to be a part of the Online Schools Portal, please contact Ryan Josue, Business Development Manager at ryan@new-wavemedia.com



About New Wave Media

New Wave Media is an integrated marketing & communications agency dedicated to unleashing the possibilities of what powerful strategic marketing can do for its clients. Our passionate approach to your branding needs will ensure that you generate consistent and effective awareness that drives use of your services among target audiences. Our philosophy is to use our industry expertise, experience, unique skills, objectivity and our belief in a partnership with our clients, to produce results strategies that will persuade your customers to stand up, take notice and, most importantly, act.

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