



News Release

Town of Olds Launches oldslearning.ca

7 January 2009, Olds, Alberta – the Town of Olds has officially launched oldslearning.ca, a new website devoted exclusively to local learning opportunities.

One of the areas targeted in Town Council's 2008-2010 Strategic Plan is "Learning," with the mandate: how to meet our community members' needs for formal and informal life long learning. As a result, a "Learning Team" comprised of four Town of Olds staff members was formed in September 2008 to brainstorm and develop ideas on how to provide up-to-date information and easy access to learning opportunities to as many Olds citizens as possible in a sustainable and cost-effective way.

"The decision to make learning opportunities available through a website was a natural choice for us," explains Kate Chapman, one of the Learning Team members. "Websites can be easily and quickly updated, the information is always current, and there is no paper waste involved from continually publishing paper versions."

The Learning Team solicited input from over 90 local and regional businesses and organizations to see if a web format would meet their needs for informing the public about local learning opportunities. The response was very positive and the website design process began in November.

"The best thing about oldslearning.ca is that organizations, businesses, and individuals offering learning opportunities in Olds on topics of interest to and accessible to the public will have the ability to post information directly on the website through assigned unique secure access links, 24-hours a day," comments Kate Chapman.

All courses, programs, workshops and seminars at oldslearning.ca will meet the following criteria:

- ✧ Accessible to the public
- ✧ Of community interest
- ✧ Focus on learning / skill development
- ✧ Areas of arts, leisure, sports, family, health, self-improvement
- ✧ Must be held in Olds

Oldslearning.ca is designed by Windsor Graphics and is owned and administered by the Town of Olds.

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For more information:

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