

For immediate release

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Media Awareness Network and Canadian Teachers' Federation to Focus on Digital Citizenship for Media Literacy Week 2011

Ottawa – Media Awareness Network (MNet) and the Canadian Teachers' Federation (CTF) today unveiled the theme for this year's annual Media Literacy Week– *Digital Citizenship* – calling on Canadians to encourage young people to reflect on their online lives, and their rights and responsibilities as they navigate the digital world.

“Through digital media, young people have a platform for communication and engagement that was nonexistent a generation ago. Adults have a huge role to play in ensuring youth also have the critical thinking skills to use this technology wisely and responsibly,” said Cathy Wing, MNet's Co-Executive Director. “With this year's theme we want to encourage youth to use digital media for positive activities – for advocacy, creative expression and civic engagement.”

For her part, CTF President Mary-Lou Donnelly explains how teachers play a pivotal role to help their students become active and responsible citizens in a global and increasingly complex world. “Technology has opened doors on issues related to the environment, civic engagement and social justice. Teachers' fundamental role will continue to be in helping students develop lifelong skills such as critical thinking, problem-solving, information literacy, global awareness and multiple knowledges.”

This year the week will take place **Nov. 7-11, 2011** and events are already being organized in homes, classrooms, and communities across the country. The list of collaborators includes: Manitoba Education, Canadian Library Association, London Public Library, Gulf Islands Film & Television School, TeachKidsNews and The Manitoba Museum. Whether a student film festival, online challenge, panel discussion, workshop or film screening, Media Literacy Week offers events for all ages.

Media Literacy Week is proud to be welcoming back YouTube as a Gold Sponsor and Bell as a Silver Sponsor.

To find out more on the week and how you can get involved, visit the Media Literacy Week Web site: <http://www.medialiteracyweek.ca/en/default.htm>.

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Media Awareness Network (MNet) is a Canadian not-for-profit centre for media literacy and digital literacy. MNet's programs are funded by its public and private sector sponsors, donors and partners, who include: CTV • Shaw • Bell • TELUS • Canadian Internet Registration Authority • Google • National Film Board of Canada • Government of Canada. <http://www.media-awareness.ca/>

Canadian Teachers' Federation (CTF) represents nearly 200,000 teachers as their national voice on education and related social issues. <http://www.ctf-fce.ca>

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