



## MEDIA RELEASE

ASSOCIATION OF CONSULTING ENGINEERING COMPANIES – CANADA

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FOR IMMEDIATE RELEASE  
March 1, 2010

### **ACEC Launches Student Awareness Campaign [“Engineering Legacies”](#)**

**[View 30 Second Teaser – Click here!](#)**

OTTAWA – The Association of Consulting Engineering Companies (ACEC) has officially released its awareness campaign “Engineering Legacies” targeting engineering students. The campaign will generate excitement and interest in the consulting engineering sector and demystify any misconceptions about what consulting engineers do.

To date, ACEC and its Member Organizations have made presentations in every province in Canada as part of its Cross Canada Tour, and also unveiled the campaign to international audiences. Student awareness levels have increased significantly since the campaign was released, including thousands of hits each month on the [www.engineeringlegacies.com](http://www.engineeringlegacies.com) website.

Social media has played a key role in reaching students. From Facebook, to Twitter, to YouTube, our short video modules, which are a central component to this campaign, are being viewed daily. Their purpose of the videos is to showcase real life in the day of a consulting engineer.

“I am very excited about the potential of this outreach campaign,” said Kyle Ruttan, President, Canadian Federation of Engineering Students, “I think students are learning for the first time what a consulting engineer actually does and that it can be a viable career choice for many students.”

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