

**OTTAWA, Ontario April 25, 2008** – The Canadian Printing Industries Sector Council (CPISC), Skills/Compétences Canada and Heidelberg Canada are joining forces to ensure that Canada has a competitor in the 2009 WorldSkills printing competition by co-hosting a Team Canada Selection Event.

The WorldSkills Competition is the biggest skills competition in the world. It sets world class standards in over 45 skill categories ranging from cabinet making to web design. Young people drawn from 48 countries test themselves against tough international standards.

“Encouraging young people to enter the printing and graphic communications industry is critical and hosting such a competition will provide an opportunity to demonstrate how printing has changed and the key role technology has played in that change”, says Jeff Ekstein, CPISC Co-Chair.

The guiding principle within CPISC is partnership – bringing together employers, employees, education and government to meet the current and future human resource development needs of the industry. “CPISC is proud to be involved in this first for the Canadian printing industry as for all the young people who take part it is an invaluable, unique learning experience”, says Duncan Brown, CPISC Co-Chair.

The Selection Event will be held at Heidelberg Canada in Toronto on August 25-27, 2008.

The Canadian Printing Industries Sector Council, funded by the Government of Canada’s Sector Council Program, is a not-for-profit organization responsible for the human resource strategy for the printing and graphic communications sector. For more information, visit [www.cpisc-csic.ca](http://www.cpisc-csic.ca).

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For further information:

Marie Eveline, Executive Director, office: (613) 688-0293, ext. 2;

cell: (613) 884-9998

Duncan Brown, Co-Chair, (613) 230-5200, ext. 281

Jeff Ekstein, Co-Chair, (905) 660-1515, ext 224