

# NEWS RELEASE

Wilfrid Laurier  
University



## **Laurier launches comprehensive Web site of alumni services**

**For Immediate Release**

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WATERLOO – Wilfrid Laurier University is this week launching one of the most comprehensive and user-friendly Web sites available to alumni of a Canadian university. Laurier Alumni Online is an e-community offering access to an extensive array of unique business services – including a substantial job network – in one easy-to-use site.

Laurier Alumni Online provides a secure network for alumni to access, promote or review business opportunities and new initiatives, and to market their businesses to other members. Alumni can also benefit from special offers, discounts for services such as credit reports and the use of multiple-posting employment services like Workopolis.com.

The new Web site also allows alumni to update contact information, find classmates, have email forwarded to them for life, seek advice from alumni experts in a wide range of fields, view posted events and search for jobs. The site enhances the available options by linking with external service providers.

“The idea behind Laurier Alumni Online was to give our alumni more opportunities to network, whether it’s for their businesses, looking for employment or to catch up with classmates,” explains Brian Breckles, director of alumni relations. “It’s a single point of access to a wealth of services.”

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Laurier Alumni Online is supported by Venngo Inc., a Toronto-based company that has developed software to connect a growing network of companies, professional organizations and academic institutions. A single point of access lets a member organization's stakeholders market products and services to one another and to a targeted audience of end users.

Prior to the launch, Laurier invited 1,750 alumni to test the site and the results have proven positive. More than 70 per cent of the test group has signed in and accessed one or more of the new services.

“There are over 50,000 Laurier alumni and one third live in or near Waterloo Region,” explains Breckles. “The response so far has been excellent and we hope that Laurier alumni will visit the site and take a look at what's offered.”

Alumni who update their contact information are entered to win one of many prizes totaling over \$25,000. Laurier will hold a draw at the end of each month and will award the grand prize during homecoming on September 27.