



LaSalle College

CREATING SUCCESS!

Montréal, 10 October 2007 – From its founding as a business college a half-century ago to its present status as an educational paradigm in Québec, throughout Canada and in 21 metropolises all over the world, LaSalle College has continuously developed its technical, pre-university and vocational programs with the same goal: the success of its students.

Consequently, LaSalle College is not only the world's largest fashion school, but also it plays a significant role in training people for tourist-, hotel- and food-management, is renowned for its business management training, and is becoming increasingly respected for its various forays into service-industry education.

Director general Jacques Marchand notes that, though the organizational structure and programs may change to reflect fluctuating job market requirements, "Our prime objective is offering courses designed with key players in the market to provide relevant training in areas that offer our students a chance of a fulfilling career. We strive to provide them with a unique pedagogical approach and an educational model that sets our graduates up for unmitigated success in their field.

"Obviously, the world is changing and the needs of employers are constantly evolving with it. So our program contents are being continuously re-evaluated by committees of stakeholders in the various areas we specialize in."

It is these changing conditions that have, over the last few years, created a large employee vacuum in the vast service industry. Public and private day cares, the aging population, Quebecers' renewed interest in financial products and property acquisition, and an influx of immigrants are all conspiring to make the service industry the next Eldorado.

True to its mandate, LaSalle College has developed a comprehensive range of targeted programs to respond to this growing need. Vocational training in cooking and institutional restaurant service prepares our students to work in local businesses or the largest establishments anywhere in the world. Other new service-industry courses being offered train people for working as insurance brokers, real-estate agents and brokers, credit and mortgage brokers for individuals, immigration consultants, and financial advisors to name a few.

LaSalle College also offers a new DCS that leverages one of the school's salient characteristics – cultural differences – to prepare students for university studies in social sciences. The school has also developed two new DCS in special education and early childhood education, and an ACS in a popular new garment trade technique : textile embellishment.

"There's no doubt that market globalization has caused increased demand in fashion design and marketing, hotel management, food and tourism services, information technology and business management... and there's no doubt these areas will continue to grow. That's why we train people for present market conditions and prepare them for projected future needs, too. The name of LaSalle College has always been associated with successful students and successful graduates, and we intend to keep it that way" insists Marchand.

For more information, visit www.lasallecollege.com or speak to a college advisor at 514.939.2006 from 8:30 a.m. to 8 p.m. during the week or on Saturday from 10 a.m. to 4 p.m.

– 30 –

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