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CALGARY-BASED DIGITAL ACADEMY ANNOUNCES \$50,000 OF SUPPORT FOR CANADIAN COMPANIES

Social School extends digital marketing training and certification to 110 Canadian entrepreneurs, startups and small businesses hit hardest by COVID-19, with 55 scholarships earmarked for Alberta

Tuesday, March 17 | Calgary, AB – As Canadian businesses experienced one of the darkest days in their collective history on Monday, Calgary-based digital marketing institution Social School announced the creation of a **\$50,000 Small Business Success Fund** in an effort to help.

The fund includes \$50,000 in scholarships gifted to 110 Canadian organizations over the next 10 days. The initiative is designed to support businesses facing the starkest effects of the COVID-19 crisis to level up their digital skills, build resilience through modern tools, and survive this exceptionally challenging time with the help of Social School's premier digital marketing training program.

"There is zero doubt that we are living through one of the hardest weeks, if not years, many of us have ever experienced as modern professionals, as we enact emergency measures that include layoffs, financial freezes and potential business closure," said Social School founder Kelly Doody.

"Yesterday was a particularly bleak Monday for our community of students, entrepreneurs, startups and small businesses, who were brought to their knees as the economy further ground to a halt, while fear, sadness and anxiety exploded," said Doody. "Jobs were lost and companies gutted, while new COVID cases emerge and the health crisis grows."

As businesses big and small cope with an uncertain new reality, taking social distancing to the next level and turning inwards in an effort to regroup and rebuild, the future of their family's wellbeing and hard-fought life's work is on the line.

Since its launch in 2012, Social School's mission has been to serve, teach and empower individuals and organizations with the modern marketing skills they need to realize their dream and build a business that matters. The company feels this mission has never been more important than today, nor its belief in its community of students, alumni and supporters stronger.

"While our Social Media Marketing Certificate scholarship program doesn't have all the answers, it does have some," said Doody. "At this unprecedented time, small businesses need digital skills more than ever, and we want to help as many people as we can."

The scholarship application is now live at socialschool.io/50k, is open to all Canadian businesses with 50 employees or less, and closes Thursday, March 26 at 9pm MST. The 110 successful recipients will be announced and admissions to Social School's most renowned virtual learning program granted on Friday, March 27 at 9am MST.

We greatly thank you for your support in spreading the word, and for more information, please contact:
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About Social School

Founded in 2012, Social School runs Canada's largest social and digital marketing conference series, year-round digital skills training to thousands of online learners across the globe, and in-person modern marketing programming at its flagship Calgary Campus.

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