

## Centennial College post-grad PR student's campaign addresses Canada's international student crisis

*'Dear Toronto' videos and 'Students of Centennial' stories provide new-to-Canada students with tips **before** they leave home*

TORONTO, June 21, 2023 – 'Dear Toronto', a video series featuring students from India, Nigeria, Indonesia and the Philippines uncovers the personal experiences of international students who recently arrived in Toronto. The campaign, launching on July 6, is a multiplatform campaign addressing key issues such as mental health, affordability and transit in our city.

The campaign is further supported on Instagram with a series 'Students of Centennial', similar to 'Humans of New York', featuring real international students telling their stories of the immense challenges they face every day, far from home.

"Coming to Toronto was the biggest decision I ever made," says Samah Mohamed, one of the students working on the campaign who arrived from India in January with no place to live. "It was overwhelming. I left all my friends and family and arrived here with two suitcases and a dream. The first house I found had fourteen other people living there," continues Samah. "Soon after, I made friends in the program and now live in a two-bedroom place with a classmate. For me, this campaign is all about helping students like me, to make their lives a little easier when they arrive, so they have a greater likelihood of academic success."

One of the top priorities of the campaign is to reduce misinformation and provide real-life solutions before students' even leave home. For example:

- All the videos and posts have links to Centennial College [mental health resources](#) and tools;
- The 'Dear Toronto' transit video helps newcomers navigate all the diverse neighbourhoods on the [TTC](#);
- The 'Dear Toronto' affordable -life-in-the-city video provides tips such as where to buy groceries and how to look for housing, tips to ensure student life in Toronto is fun and stress-free while they are here.

The campaign heavily relies on visual storytelling. By putting faces to the stories, and having narratives in the form of voiceovers and captions, the international PR students at Centennial College are adding a personalized touch to the conversation by depicting honest, hopeful scenarios.

Learn more about the campaign on Instagram at [centennial\\_pr](#) and the YouTube

channel [@StoryArtsCentre](#)

### **About Centennial College**

Established in 1966, Centennial College is Ontario's first public college, primarily serving the eastern portion of the GTA through five campuses. It has a record of exemplary teaching, innovative programming and partnership building. With a full-time enrolment of 25,000 students, Centennial is recognized as one of the most culturally diverse post-secondary institutions in Canada. [www.centennialcollege.ca](http://www.centennialcollege.ca)

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