

# Seneca paints the town red with new student recruitment campaign

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We have officially launched the newest iteration of our [award-winning](#) Challenge Accepted recruitment campaign – [Driven by Ambition](#). Take a look!



You will see [Driven by Ambition](#) advertising throughout the Greater Toronto Area, including on the TTC, transit shelters, digital highway boards, television, streaming and across online channels. We will paint the town red. Literally.

Meet the latest [#SenecaProud](#) graduates who are excelling in their careers, turned their aspirations into reality and are featured in the campaign:

- [Ashleigh Aliberti](#), Manager, Beauty ESG Initiatives, Shoppers Drug Mart
- [Brandon Hebor](#), Founder, Boreal Farms
- [Colin D'Mello](#), Queen's Park Bureau Chief, Global News Toronto
- [Julie Beverstein](#), Director, Flight Operations, Jazz Aviation LP
- [Kristal Moore](#), Crime Analyst, South Simcoe Police Service
- [Tony Lourakis](#), CEO, Fleet Complete

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