

# Seneca Polytechnic's world-changing graduates featured in new advertising campaign

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The newest phase of Challenge Accepted, the award-winning student recruitment campaign produced by Seneca Polytechnic in partnership with Forsman & Bodenfors Canada, **is now in market.**

The latest iteration of the campaign builds on the Driven by Ambition concept – introduced in 2022 – by turning the spotlight on six more Seneca graduates who are channelling their education into highly successful careers.



“Helping our students make their ambitions a reality is at the core of our mission as a polytechnic institution with no boundaries,” said Maria Wallin, Associate Vice-President, Marketing and Communications. “We’re so proud of everything our outstanding graduates have accomplished and delighted to share some of the many Seneca success stories in this new campaign.”

This year’s **featured graduates** who are using their education to make an impact include:

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

“Seneca Polytechnic not only laid the foundations of my journalism career but also provided the perfect launch pad for success,” said Mr. D’Mello. “Political journalism requires clear and concise communication to help the public engage with government, and Seneca has been instrumental by providing the right tools and hands-on learning needed to pursue my ambition.”

The campaign reinforces Seneca’s dedication to getting students career- and world-ready by equipping them with a valuable combination of practical and professional skills, underpinned by academic rigour and exposure to the workplace before graduation.

Or, as Ms. Beverstein puts it, “At Seneca, I learned the sky is the limit.”

“It’s awesome to work with a client with ‘reasons to believe’ that come by the classful and in the form of these incredibly inspiring graduates who are changing the world in just about every way possible. Our job was simply to bring their stories of ambition to life in the most authentic way,” said Kate Thorneloe, Creative Director at Forsman & Bodenfors.

New ‘Driven by Ambition’ advertisements are now appearing on GTA transit, digital signage, television and online.

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