

Challenge Accepted takes over Yonge-Dundas Square

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Bye-bye, Timbiebs. Hello, Challenge Accepted.

Seneca's [award-winning recruitment campaign](#) has officially taken over Toronto's Yonge-Dundas Square, replacing the popular [Timbiebs promotion on the big screens](#).

"Yonge-Dundas Square..one of the busiest intersections in Canada. Pinch me!" tweeted [Eunice Kays Yeboah](#), one of 10 Seneca graduates featured on six large digital and static billboards in the heart of Toronto's downtown core.

[Read the full story](#)

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