**2018 Skills Ontario Competition**

**Media Toolkit**

*Prepared by Skills Ontario*

Dear Educator,

We’d like to invite you to help Skills Ontario celebrate the achievements of your students. This media toolkit will help with the various ways you can celebrate and recognize your students in the media, in advance of the Skills Ontario Competition. There are a lot of ways that students, educators and staff can get involved.

The Skills Ontario Competition is a great opportunity to support and highlight the talented students that will be representing your school/school board.

This toolkit has been designed specifically for educators to celebrate this year’s Skills Ontario Competition, taking place May 7-9, 2018 at the Toronto Congress Centre. Not only is the Skills Ontario Competition an occasion to celebrate student excellence in skilled trade and technology fields, it is also an opportunity to show students the diverse opportunities and career paths available in Ontario. Use the Skills Ontario Competition to spark the conversation and inspire the next generation of leaders in the skilled trades and technologies.

**What is the Skills Ontario Competition?**

The Skills Ontario Competition is the largest skilled trades and technologies competition in Canada. Over the three-day event, the lives of many young competitors and visitors are positively changed forever – from gaining new self-confidence by pushing their skills to a higher level, to winning a gold, silver, or bronze medal, or simply meeting a new mentor and discovering new career opportunities that they didn’t know existed. The Skills Ontario Competition represents the work that Skills Ontario does in communities across Ontario year-round by getting young Ontarians involved in career exploration conferences, workshops, demonstrations – and of course the almost 70 contests – all under one roof!

The Skills Ontario Competition is where potential is unlocked and Ontario’s future workforce prepares for tomorrow.

**4 ways to highlight your students and school in the media**

**Social media**

* Post on Twitter, Facebook, and Instagram using the Skills Ontario Competition #SkillsON2018 hashtag, and tagging @skillsontario
* Adding photos and videos to your posts will enhance the number of likes, shares, and views
* Feel free to use the tweet templates below and fill in with your own details:

[Your school] is proud to be sending [# of students] competitors to #SkillsON2018, May 7-9, 2018. Join us in cheering them on!

Meet [name of competitor]. They will be representing [your school] at #SkillsON2018 in [contest area]. Good luck [name of competitor]! [\*include a photo of the competitor]

**Photos**

* Share photos of the competitors that will be representing your school preparing for their competition
* Share photos of peers and classmates wishing the competitors good luck
* Post with the #SkillsON2018 hashtag, and/or send to info@skillsontario.com including a caption and names of everyone pictured

**Videos**

* Create a video message wishing your school’s competitors good luck at the Skills Ontario Competition
* Document your competitor’s journey in preparing for and competing at the Skills Ontario Competition – from qualifying to after the closing ceremony
* Post with the #SkillsON2018 hashtag, and/or send to info@skillsontario.com

**Media release**

* Send a media release to your local media in advance of your competitor(s) leaving for the Skills Ontario Competition and send them off with some publicity and buzz!
* Be sure to include a few photos along with your media release
* Feel free to use the media release template below, and fill it in with your own details:

**Local students represent the region at the 2018 Skills Ontario Competition**

**[city/town], Ontario, [date], 2018** – [Your school] is proud to be sending [# of students] competitors to the Skills Ontario Competition, taking place at the Toronto Congress Centre, May 7-9, 2018. [Your school] will be represented by [list of competitor names and contest areas].

At the Skills Ontario Competition, students compete for gold, silver, and bronze medals, as well as monetary awards and job offers for select contests. Gold medalists in some contest areas are also eligible to go on to represent Ontario at the Skills Canada National Competition in June. Many students train and prepare for the Skills Ontario Competition and the Qualifying Competitions throughout the year. [optional: include an example of how your school prepared for the Skills Ontario Competition]

Featuring almost 70 skilled trades and technologies contests, and over 2,400 competitors from elementary schools, high schools and colleges across Ontario, the Skills Ontario Competition is the largest skilled trades and technologies competition in Canada.

**Quotes**

[optional: 2-3 sentence quotes from educators, mentors, and competitors themselves]

**Associated Links**

[Skills Ontario Media Kit](http://www.skillsontario.com/media-kit)

[VIDEO: Skills Ontario Competition](https://www.youtube.com/watch?v=T7pbXASDKcE)

[add any additional links to videos, articles, or other resources]

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**Media contact**

[provide your media contact info]