

**MEDIA RELEASE**

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## NIC launches Students of NIC campaign

*New social media campaign profiles students and their community connections*

North Island College’s Office of Global Engagement is spearheading a new social media campaign to highlight students in the community.

The stories are loosely based on the successful [Humans of New York](#) campaign, which profiled New Yorkers.

Students of NIC initially profiles international students at NIC, showcasing their journey, passion and activities in the community. A new profile will be posted each week.

"Students of NIC highlights the connections between NIC, students, the community and the world," says Thevi Pather, Executive Director of NIC’s Office of Global Engagement. "These are the voices of our students who have been welcomed into our community. We are thrilled to share their stories."



*Get to know Marielle, Abhi, Pernille, Tomoko and Shirley (left to right) and their experiences as new Comox Valley residents in NIC’s Students of NIC social media campaign, on NIC’s Facebook and Instagram accounts.*

NIC has 333 international students from 34 different countries this term.

The campaign features Shirley Mutoni, who arrived at NIC this past fall from Rwanda, Marielle Virtucio, originally from Dubai, Abhinav Dua, from India, Tomoko Ikeda, from Japan, and Pernille Hartmann, from Denmark.

“Their words and stories are raw, organic and a true representation of what it’s like to come to the Comox Valley,” said Jennifer Barth, who coordinated the campaign as part of her undergraduate degree at Royal Roads University. “Reading them gives you a new perspective of international students and our community through their eyes. I hope it strengthens understanding and builds connections – on campus and off.”

View the profiles by searching #IamNIC on NIC’s Facebook and Instagram accounts as well as on the [North Island College Welcomes the World](#) Facebook page.

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