



## **MEDIA TIPS AND LEADS**

### **NEVERBLUE MEDIA TEES UP WITH UVIC BUSINESS:**

Neverblue Media, the award-winning online marketing company that helps connect website owners and advertisers, is the University of Victoria Faculty of Business "Victoria Co-op and Career Employer of the Year." "Neverblue Media has been an important partner in delivering a truly experiential education to our students and graduates," says Leslie Liggett, manager of the UVic Business Co-op and Career Centre. "Many of our business students and alumni have developed important skills through this organization, and through the leadership, mentorship and encouragement of so many of its excellent managers and staff." In 2007-08, the company placed four business students in work terms, hired three graduates and participated in numerous informational interviews and mock interview clinics. Dawn Robson, director of human resources, accepted the award on behalf of the company at the faculty's annual co-op employer appreciation golf tournament held June 13, 2008.

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### **SAFE DRIVING FOR SENIORS:**

What does it take to ensure senior drivers are safe drivers? Do safety awareness programs work? Those are the questions being asked by researchers at the University of Victoria's Centre on Aging as they evaluate an in-class education program for older drivers entitled Safety Awareness for Elderly Drivers (SAFE). "Research with older drivers has shown a need for education programs that focus on age-related issues and what older drivers can do to ensure their safety on the road," says lead researcher and doctoral student Wendy Lindstrom-Forneri. The SAFE program was developed as part of her doctoral dissertation and funded by the Alzheimer's Society of Canada. Now, Lindstrom-Forneri is looking for Victoria area drivers who are 70 years of age or more and their passengers, to take part in and help her evaluate the program. Age can affect drivers in a number of ways including reduced vision especially at night and slower reaction time. For more information, or to participate in the study, call 721-8987.

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**UVic media releases and other resources for journalists are available on the Internet at "<http://communications.uvic.ca/media>".**