



## **Vervegirl Goes Live on Campus with VReps!**

FOR IMMEDIATE RELEASE

Youth Culture, publisher of Vervegirl magazine, has teamed up with LIVESPACES Marketing Inc. to create university campus events across the country. Vervegirl has recruited their first three Campus representatives, called "VReps" from Humber College, Simon Fraser University and Concordia University in Toronto, Vancouver and Montreal, respectively.

The new Vervegirl VReps have been chosen for their outgoing and personable nature, their love of social networking (each VRep has in excess of 1,000 Facebook friends!), marketing tenacity, as well as a passion for fashion and all things that help her express her personal style. In addition to creating awareness for this free magazine - available on 42 campuses since September 2008, VReps will be in charge of promoting and creating buzz around events for Vervegirl's clients.

Vervegirl is thrilled to announce Rogers Wireless as their first client to leverage this opportunity in promoting their 'Ringbacks' product! Entertain your callers by replacing the standard "ring ring" sound with a song, sound effect, or funny clip. For more information visit [rogers.com/coolring](http://rogers.com/coolring). VReps will be talking up this exciting new Rogers offer, which includes a 3-month free trial period and two free tunes. The Ringbacks program will be supported with signage on campus, SMS blasts to the Vervegirl database and 'Dating Game' events with a contest overlay. The three campuses participating in this exciting contest will be eligible to win one of three grand prizes – a Rogers Wireless Nokia E71.

The Nokia E71 is Rogers' thinnest smartphone. It has a sleek stainless steel design with a full QWERTY keyboard, 3.2 megapixel camera with auto-focus and flash, enabled with Nokia maps and offers consumers dual e-mail profiles for both business and personal use.

Rogers Wireless is very excited to be a part of this fantastic program targeted at the key young adult market", says Tricia Niinoi, Product Marketing Manager – Music and Entertainment for Rogers Wireless Inc., "The opportunity to talk to students through their peers is a relevant and cost efficient way for us to extend our brand campaigns seamlessly on campus."

On Tuesday, February 10<sup>th</sup>, 2009, the national VRep program launches at Humber College, Simon Fraser University and Concordia University. VReps will promote the Vervegirl magazine, write a weekly blog on [vervegirl.com](http://vervegirl.com) and add a VRep profile to their Facebook page. They will also facilitate events and promotions with students by providing relevant information about products and services to enhance their lifestyle and student experience.

Vervegirl magazine is distributed in Chartwells College & University dining restaurants a Compass Group Canada initiative. The Compass Group Canada partnership provides an opportunity for Vervegirl clients to extend their reach directly to students in their own environment.

We are pleased to announce our first three VReps - Saira Jawaid from Concordia, Aman Bains from Simon Fraser University and Nadia Ali from Humber. These students are charismatic, enthusiastic and strong leaders on their campuses.

If you are interested in participating in the campus program or if you'd like to speak to any of our VReps, please contact Kaaren Whitney-Vernon, Youth Culture or Jennifer Mason Murkovich, LIVESPACES Marketing Inc.

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#### **ABOUT VReps**

The VRep program is designed to provide a presence on campus that benefits Vervegirl magazine, students and our corporate partners in the form of sampling, SMS, special events and sponsorship. Email blasts sent through Vervegirl Daily are used to announce upcoming events, products and programs.

#### **ABOUT LIVESPACES**

LIVESPACES Marketing is a brand activation agency providing strategic experiential and promotional solutions to promote corporate brands, products and services.  
[www.livespacesmarketing.com](http://www.livespacesmarketing.com)

#### **ABOUT VERVEGIRL**

Vervegirl magazine appeals to young women in Canada between the ages of 13-24. The magazine is found in high schools and on university campuses across the country and is published by Youth Culture seven times per year in both English and French languages. The accompanying website, [www.vervegirl.com](http://www.vervegirl.com), features the latest in fashion, beauty, career and entertainment.