

CITY OF KINGSTON MUSIC OFFICE/TOURISM KINGSTON  
**FOR IMMEDIATE RELEASE**

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**New Partnership Between the City of Kingston Music Office Partners and St. Lawrence College Offers Students Hands On Marketing Experience**

Kingston, Ontario, October 18, 2024 – The City of Kingston Music Office/Tourism Kingston are happy to announce a new partnership with the Advertising and Marketing Communications program at St. Lawrence College. Together they are launching the Music Promotion Specialist Designation, which will be running from October 2024 till March 2025. The program aims to provide a unique experience for these Kingston students to develop real world promoting experience for real local bands, developing their overall marketing skills and portfolio.

In this role students will gain valuable experience working with emerging artists in the Kingston area, developing marketing plans and creating promotional materials. Select students will also have the opportunity to join the Slaughter Video Production Program, held in conjunction with the Kingston Canadian Film Festival. “This collaboration offers invaluable real-world experience for these students” Kathy Patterson, SLC AMC Program Coordinator.

Once the program is successfully completed, students will be receiving a LinkedIn badge and certificate acknowledging their achievements in this specialized field. The specialist designation will also be added to the student’s academic record. “This opportunity will not only provide a great opportunity for these students, but also be a great way of promoting local artists in the Kingston area” noted Moira Demorest, Tourism Kingston/City of Kingston Music Officer.

For additional information or to set up and interview please contact:

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The Kingston Music Office serves as the first point of contact for the music community and is a partnership between Tourism Kingston and the City of Kingston to lead the implementation of the Kingston Music Strategy and deliver programming and services in support of the local music community. The Music Office also supports Tourism Kingston strategies and plans, to deliver music tourism initiatives.

Tourism Kingston’s mission is to promote Kingston, Ontario as a uniquely historic and hip destination to explore year-round.

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