MEDIA TIPS AND LEADS

ELEVATOR-PITCH VIDEOS HIGHLIGHT RESEARCH:

As one of Canada’s leading research universities, the University of Victoria is home to a wealth of world-class expertise across a broad range of disciplines. More than 800 faculty researchers are at the forefront of discovery on everything from aging to music to zoology and are working with community, government and business partners to turn that new knowledge into action.

Who are these researchers? What do they study? And how is their work relevant to our lives? Find out in the recently updated "Faces of UVic Research" video series, in which individual researchers give a short and succinct "elevator pitch" on their work in everyday language that quickly gets to the heart of what they do and why it matters.

The ongoing video series is aimed at anyone wanting to learn more about the depth, breadth and impact of UVic’s research talent, particularly prospective students and faculty, public and private sector funders, and the news media.

The second batch of videos, each just over a minute long, is now live online at http://youtube.com/facesofuvicresearch. Click on the magnifying glass icon underneath the title "Faces of UVic Research" to open the search box. There, you can search by name, faculty, topic or area of expertise.

Some 180 videos have been added since the project launched last year, with more than 260 videos now available for viewing.

"We’re very excited about this video series," says Dr. Howard Brunt, UVic’s vice-president research. "Successful research depends on energy, creativity and passion, as well as a genuine commitment to making a difference. You’ll see these qualities in abundance in these videos."

--30--

Media Contacts:
Valerie Shore (UVic Communications and Marketing) at 250-721-7641 or vshore@uvic.ca
Kim Westad (UVic Communications and Marketing) at 250-721-6246 or ucommr@uvic.ca
UVic media releases and other resources for journalists are available on the Internet at "http://communications.uvic.ca/media".