

Media Release

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College Releases New Renaissance Square Music Video

Algonquin College in the Ottawa Valley released a music video today that celebrates Renaissance Square, the college's vision of a new campus which will open in the fall of 2012.

In June, the College approached Jason Blaine, Canadian Country Recording Artist and Algonquin College Business graduate, about the possibility of writing and recording a song that would capture the excitement of the Renaissance Square project. Jason agreed and wrote the song while on a flight back from Edmonton. In July, he travelled to Southern Ontario and enlisted eight professional musicians for the recording. The song was officially released in August.

Now, a visual dimension has been added to the song by Shawn Behnke of Combetek, who worked with the College to produce a music video that encapsulates the excitement of a new campus, the beautiful landscape of the Ottawa River, and the charming character of the Ottawa Valley. The College intends to share this video with community partners as a means of promoting the project and hopes it will be posted on many Renfrew County websites. The video will also be used by the College for presentations in both business settings and for recruiting high school students.

Jason Blaine, a Pembroke native who now lives and works out of Nashville as a songwriter and performer, wrote an upbeat Celtic tune for the project. "I wanted the song to capture the excitement about a new campus but at the same time, reflect the heritage of the area. My hope is that everyone will see the benefits that this new campus will bring to my hometown. I'm thrilled to be involved and I hope people really enjoy the song," adds Blaine.

Blaine, who started writing songs while at college, graduated from the Pembroke Campus Business program in 2001. He credits his Business diploma for giving him the skills to advance his music career by teaching him business management, entrepreneurial and marketing skills.



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