

(Continued from page 1)

Both businesses and homeowners, who were reluctant to spend money (hiring students) last year, were more confident this year. And while some businesses started taking on students again, they were hiring them more as casuals rather than regulars," he added.

This may have been one reason why casual placements were up considerably by 37.2 percent in 1983. Although the economy was a contributing factor, Kenzie attributed this increase largely to the regional "Casual Job Competition" (July 25-29) which generated 1304 placements. "Based on a similar event held by the North Okanagan student centres during Hire A Student Week, this contest was introduced to create interest and enthusiasm among our staff during a traditionally slack period of the program," she said.

Awareness Campaign

Also critical to the success of the program is the increasing public acceptance of the services provided by the CEC-S. To further this awareness, extensive advertising and promotional activities were launched by the CECs-S. In addition to advertisements, there were numerous photo stories, newspaper columns, feature articles and full-page employer-sponsored ads.



2nd prize winner Theresa Henry works on her sketch at Robson Square Plaza during the first-ever Sidewalk Chalk Art Contest to kick off Hire A Student Week in Vancouver.

Although overall promotional activities took on a more serious tone, there were the usual antics associated with the student program. Regional Hire A Student Week (June 6-10) was very successful generating excellent media coverage. In Metro Vancouver, HASW kicked-off with an attention-grabbing first-ever "Sidewalk

Chalk Art Contest" at Robson Square.

"Overall, it has been very rewarding for everyone involved in the CEC-S program. We are striving for a better year ahead and we look forward to the continued support and direction provided by the parent CECs," said Kenzie.

Summer Canada Helps Winter Games

Fort St. John is hosting the B.C. Winter Games March 1 to 4, 1984, and that community now has some storey-high publicity thanks to a recently completed Summer Canada project.

The May to September project hired three students who worked on painting larger-than-life athletes on walls around Fort St. John. Action portraits of skiers, swimmers, gymnasts, boxers and curlers now take up

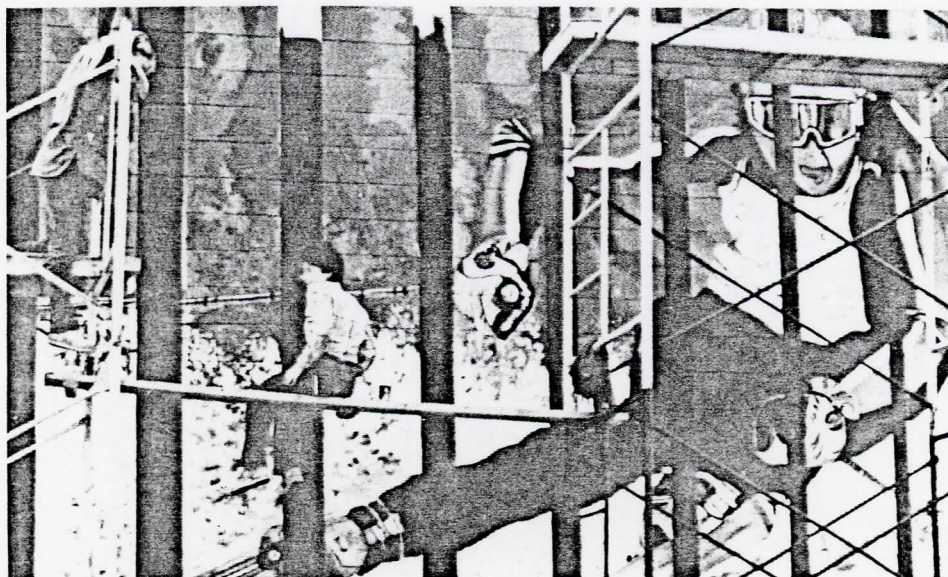
whole sides of buildings, announcing the upcoming games.

"There are different sports on different buildings all over Fort St. John," said Project Officer, Leo Hebert. "Figure-skating on a supermarket, curling on the fire department, and of course, the swimmer is painted on the outside of the pool."

Community Support

"The murals are quite eye-catching," said Fort St. John CEC Manager Betty Puddell. "People are more aware now that the games will be held and that's a positive stimulus for tourism here. It was one of the more visible projects and generated a lot of community interest," she added.

The Summer Canada project workers were aided by volunteer help from the community, Art Space, and the B.C. Winter Games as well as the businesses and organizations that allowed their walls to be painted. The original designs were done by Fort St. John artist and sign-painter Peter Vogeler. The project workers, mainly art students, were involved with drawing the designs to scale on the walls then painting them.



Using scaffolding, Summer Canada project workers paint a giant skier on the outside wall of a Fort St. John building.