

RYERSON UNIVERSITY

FOUNDING SPONSOR OF THE LIBERTY VILLAGE NEW MEDIA CENTRE

According to the recent "Toronto New Media Works" report, the GTA lacks a focus that is found in other North American cities when it comes to Toronto's new media industry. It has an effect on area employment and is seen as a barrier to the industry's growth. On April 26, 2001, The Liberty Village New Media Centre (LVNMC) opened its doors with a mandate to serve and act as a gateway for the advancement of Toronto's new media industry.

The LVNMC's mission is to encourage and support the economic growth and global competitiveness of the new media industry in Toronto. SMART Toronto, the City of Toronto and York Heritage Properties as well as many public and private organizations have established the Centre. The LVNMC's startup funding is from The Ontario Ministry of Energy, Science and Technology's Small Business New Media Fund. Ryerson is proud to be a founding sponsor of the LVNMC and participates actively in its development with representatives on two of the Centre's three operations committees. ■