



The Bishop Strachan School
298 Lonsdale Road
Toronto, Ontario, Canada M4V 1X2
bss.on.ca

The Bishop Strachan School Launches Campaign Focused on Challenges and Choice *Campaign to launch September 5, 2018*

(September 4, 2018, Toronto, Ontario) The Bishop Strachan School (BSS) has launched an advertising campaign, geared to raise provocative questions for young women. “*She’ll Decide*” tackles contemporary issues of technology addiction, self-confidence and the relevance of classic literature today. At the heart of these questions, is choice.

“Supported by expert educators, BSS gives girls the tools to make their own choices as they design their life paths,” says Judith Carlisle, Head of School at The Bishop Strachan School. “At a time when the “*Me too*” movement is encouraging women to use their voices, this campaign brings to life some critical issues girls face every day, and ladders up to greater self determination as they make an impact in their world.”

Visually arresting and impactful, each creative execution calls to light contemporary issues and is designed to spark conversation. Created by FCB/SIX in Toronto, “*She’ll Decide*” empowers young women to forge their own path, on their own terms.

“BSS has a long history of producing insightful, provocative and culturally-relevant campaigns,” says Andrea Cook, President at FCB/SIX. “The idea needed to build on that legacy, continue to distinguish the school from the competition and align to the foundational truth that “*Girls can do Anything.*” The campaign is inspired by the students, alumnae, parents, faculty and staff, who all share the common belief that BSS is the root of each girls’ success, as she wishes to define it.”

“*She’ll Decide*” will be shown throughout Toronto in transit shelters, the Billy Bishop airport, lining the downtown path and extensively online.

About The Bishop Strachan School

Founded in 1867, BSS (bss.on.ca) is Canada’s oldest independent day and boarding school for girls, recently celebrating its 150th anniversary alongside Canada in 2017. Within a uniquely challenging, active and supportive environment, more than 900 girls in JK to Grade 12, from Toronto and all over the world, explore their potential and find their voice. Students aspire to the highest academic standards and develop the character and diverse skills required to thrive in today’s marketplace.

About FCBSIX

FCB/SIX is a communications company comprised of two divisions; FCB/SIX (fcbSix.com), a specialist creative agency and FCB/SIX Consulting (fcbSixconsulting.com), a data and technology consultancy. As a collective, we create individualized communications experiences at scale to create a world where no two humans experience a brand the same way. Every day we move businesses forward by creating smarter, faster, hyper focused campaigns. FCB/SIX is part of the FCB Canada group of companies.

Contact:

Kate Jamieson, Director of Marketing and Communications

kjamieson@bss.on.ca

(416) 483-4325 ext. 1660