

Salutation

I thought you might be interested to see our new marketing campaign. It reflects our view of the world and, hopefully, you'll see the connection between the campaign and our work together.

The campaign is based on our tagline, Embrace Your World. This campaign is a call to think. "Embrace Your World" invites our students, partners and community to think about their role in the world.

We believe NSAC belongs in the discussion. What university in Atlantic Canada belongs more squarely in the conversation on planetary health but NSAC? Climate change, water and food are inextricably tied to agriculture. So today we stake our claim – we belong in the debate, pushing dialogue, challenging ideas and sharing perspectives. And asking the questions. We're not claiming we have all the answers, just that we, of all people, should be accepting the mantle of leadership.

Our work together feels like a good fit to this campaign. **(Include details of how they relate here.)**

The campaign has some interesting elements including a microsite dedicated to creating dialogue around some of the world's most pressing problems. I hope you will take some time to log on and share your perspectives on the discussion points, the webcams and the web videos we have compiled around the issues. Please visit embraceyourworld.ca today and weigh in. Your perspective is more important than you know.