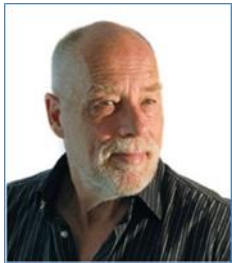


Communication Associates Helping Native Language Revitalization

By Eric Doubt, MCInst.M
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Communication Associates has been recently contracted by SayITFirst Inc. for marketing and communication services in a ground-breaking native language revitalization project.

SayITFirst was founded in 2009 by Mike Parkhill, former Director of Education for Microsoft Canada, to revitalize Native Languages through the innovative use of computer and learning technologies.

This new approach, combined with Elder, linguist and Native community knowledge offers a great potential to provide solutions to reclaim endangered languages before they become extinct. Unique educational projects, including children's books and animated video programs in the native language accompanied by phonetic text and pronunciation, and a translator tool adapted with Microsoft, are designed and distributed to help modernize, expand, revitalize and localize the native languages and the cultures they are embedded in. The company is funded by Native and provincial governments and Heritage Canada.

Communication Associates, which recently launched a new web site and social media program for SayITFirst, delivers integrated marketing and communication services to the B2B, healthcare and non-profit sectors since 1994. Eric Doubt is a council member of the Canadian Institute of Marketing.

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