

**FOR IMMEDIATE RELEASE:****RYERSON'S STUDENT LEARNING CENTRE TO HOST MASS EXODUS 2016**

*TORONTO - January 19, 2016* - This Spring, Ryerson's Student Learning Centre (SLC) will be home to Mass Exodus 2016, Ryerson School of Fashion's year end showcase and one of the largest student run fashion events in the world.

Each year, Ryerson's School of Fashion highlights the creative talents of graduating design and communication students. The framework of Mass Exodus and the development of the brand is based on the School of Fashion's guiding principles: innovation, diversity and heritage. Mass Exodus 2016 will highlight community as its fundamental guiding principle. This concept will be reinforced by its new location at Ryerson's Student Learning Centre. The mission and primary goal of Mass Exodus since its introduction in 1988 is to provide insight into the creative minds of its students through the lens of fashion, music and overall production. Mass Exodus 2016 will be the twenty-eighth year of the show's production, and the very first show held at the SLC.

Robert Ott, Chair of the School of Fashion, expressed "It is an exciting time for Mass Exodus as we move to a location that highlights the guiding principle of this year's show, community. The Ryerson Student Learning Centre's mission to provide a space where students can interact and engage with one another ties in perfectly with Mass Exodus 2016. We cannot wait to share this experience with the SLC and Ryerson's students, faculty and staff."

The SLC, as Ryerson's newest addition to campus, is dedicated to providing students with new spaces to study, collaborate, share ideas and learn outside the classroom.

Strategic Projects Liaison, Carrie-Ann Bissonnette, commented "When we consulted our student team, they agreed that Mass Exodus is an ideal pilot to test alternate use of spaces in the SLC. The great part about being at Ryerson is that our students are open to trying new things. The success of this pilot could open the door for future opportunities that highlight the unique spaces of the SLC."

As a piloted endeavour, Mass Exodus 2016 optimizes the use of these shared spaces through its fundamental guiding principles and will pave the way for future student engagement opportunities with the SLC. In collaboration with the SLC, Mass Exodus 2016 will embrace the five principles of the SLC:

1. Respect the needs of the students
2. Maximize use of the SLC in ways that support the first principle and promotes academic stakeholder activity
3. Leverage opportunities for student and Ryerson community engagement

4. Foster a dynamic environment
5. Enhance Ryerson University's reputation

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