

Students get help with duds

Public relations students plan fashion show and shopping spree to help graduates

By Rebecca Rempel

Dressing for success has never been so easy.

Post-grad public relations students, in partnership with the career centre at Loyalist College, hosted the "Work your Wardrobe" Fashion Show and Spree in the cafeteria Wednesday.

Students were invited by e-mail to visit the cafeteria to watch a fashion show and look through racks of clothing for items suitable for interviews and workplace environments.

In addition to a fashion show with clothes from stores such as Moores and Eclipse, racks of clothing and tables of accessories were filled with goods.

All for free. "It's free clothes for students," said Tara MacKinnon, one of the public relations students running the event. "To help out their pocket books a little bit and to get that one step further in their career."

"We have 716 pieces. From men's clothes to women's clothes to accessories shoes, ties, everything is there."

Students were permitted to take five items per run-through of the racks, and then return for more.

"Most of the clothing has come from faculty and staff from the college. We asked them to send us their clothing that they don't wear anymore, so this is the result of that."

Any items not distributed by the end of



Photo by Rebecca Rempel

Matt Woods struts his stuff at the "Work your Wardrobe" Fashion Show and Spree in the Loyalist cafeteria. Organized by post-grad public relations students in partnership with the Career Centre at Loyalist, the event featured an abundance of clothing suitable for interviews, internships and jobs. Students were allowed to walk away with up to five items of clothing for free.

the event will be donated to the Salvation Army.

Students walking away with clothes were asked to fill out a questionnaire regarding their experience at the event, and were entered to win one of two prizes, a \$25 gift certificate for Club 213 or a \$25

gift certificate for the spa.

"It's very nice to offer the business clothes for free," said Michelle McCalder, an online medical administration student. "A lot of people, especially if you have job interviews coming up and don't want to go out and spend the money, cause we're

college students."

"Everyone that I came over here with has left with a bag," said McCalder.

Kayla Coles, a child and youth worker student, walked away with a couple of shirts and a pair of pants.

"It was really helpful," said Coles. "I'm

saving money."

For more information on the resources the Career Centre provides, please visit their page on the Loyalist website <http://www.loyalistcollege.com/student-services/employment-and-career-services/>

Feeling stressed? Time to get moving!

By Carleen Schmidt

Start moving to eliminate that college stress.

"The very simple secret is the best way to deal with stress is to move your body," said Valerie Geen, mind and wellness advisor at Loyalist College.

The majority of students face significant amounts of stress during college. Unfortunately eliminating that stress always seems too difficult because students' schedules are so busy they don't have time to find a stress reliever that works.

However moving your body is not something you need to take time out of your busy life to do. Being physically active does not mean you have to go to the gym, for some that is a great option but for others is can be uncomfortable.

"Being physically active simply means moving, walking, playing wii, biking, or dancing - in your room if you want - you

just need to be moving every day; enough to create a light sweat," said Geen.

Geen suggests you choose an activity that is fun so that it is not a chore.

"I usually deal with stress by exercising or running and alcohol helps sometimes too," said Emily Turnbull, a student studying to be a civil engineering technician.

Stress is a natural feeling designed to help you cope in challenging situations. In small amounts it's good because it pushes you to work hard but too much stress can lead to physical and psychological problems such as depression or anxiety, according to the National Health Services.

"I have 350-400 student appointments each year, which doesn't include students struggling with stress who choose see our two counselors or those you meet with learning skill advisors in the disability office," said Geen.

"I use many resources and tools depending on the particular student. I lis-

'The very simple secret is the best way to deal with stress is to move your body!'

wellness advisor Valerie Geen

ten to their interests and likes to come up with an activity or method that best suits them," said Geen.

A person spends inordinate amounts of time thinking thoughts about their situation without ever actually doing anything. Our brain thoughts tend to make us think we are doing something about a difficulty just by thinking about it, said Geen.

"If you have heard yourself say the same thing or think the same thought at least three times, it's time to stop talking and move your body and learn to quiet

your mind so you can have a holiday from your thoughts," said Geen.

"Beer. I usually have a beer when I am stressed out and trying to work on homework, it relaxes me so I can concentrate on what I am doing," said Dustin Mahoney, civil engineering technician student.

To relieve stress, students need to learn to relax. That's where Geen comes in. She teaches relaxation techniques such as progressive muscle relaxation, mind in the feet and heart soother. She helps teach your mind to relax which helps you reduce or eliminate your stress.

According to Geen food and activity have an enormous impact on how you feel and think.

"Taking time to make a decent meal or to dance like crazy for 10-15 minutes at the end of every day is going to make a difference in your marks, your relationships, how you feel about yourself and how you look," said Geen.

"A nice night to myself works best for me. It's always different but sometimes just relaxing to a favourite show or movie and making a nice home cooked meal can remind me that I'm still in control and that whatever is stressing me out, I can overcome," said Candace Jackson, pre-health student.

Stress can be cause by a number of things, finances, living situation, relationships and workload but if you move your body and eat right, not only can it help you deal with your present stress but it is also the best preventative, said Geen.

The first signs of stress are sleep problems, loss of appetite, headaches, irritability or dizziness. If you are experiencing any of these perhaps you should try the tips above or make an appointment with Geen.

You can book an appointment at the Student Success Hub in room 2H4 or by calling 613-969-1913 ext. 2519.

Video...

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"A smart content marketer approaches creating an online video or any other branded content asset methodically. At the core, the marketer seeks to engage a target audience, or customer, with content. To do so, they must understand their audience or the customer, and what kind of information adds value for them. The content they create must effectively por-

tray their brand message while avoiding the hard sell because they are seeking to earn the customer's attention in a highly fragmented media environment," said Hobbs.

"Once the video is created, the marketer must then promote it so it reaches the target audience. This can be done through owned channels like the company website and social network profiles where fans may choose to share the video with their social networks," said Hobbs.

Which social network did you use to

watch the video? Whether it was Tumblr, YouTube, Facebook or Twitter, you heard about the video from one of these.

Kelly Greer, 20, first heard about the Kony video from her Facebook feed and her Tumblr blog.

"I didn't watch the video at first. I heard about it from other people, because it was all over my Facebook. So I looked into the name 'Kony', and then I watched the video," said Greer.

"I was completely sold at first. The video was really well put together, and I didn't understand why anyone would be

against supporting their cause, until I started to question some of it, like how well the video was done and it must have cost them a lot of money to make," said Greer.

As for viral videos go, the Kony 2012 video has greatly succeeded what the marketers and video Directors had hoped. It makes other charities and organizations both envy and admire the accomplishment of the cause, whether you agree with the work the organization is doing or not.

Gas station may be stopped from selling smokes

Store caught selling cigarettes to people under 19

By Zachary Greco

A Madoc gas station and variety store may face a prohibition on all tobacco sales after numerous failed compliance checks.

The Hastings and Prince Edward Counties Health Unit has submitted a formal request to the Ministry of Health and Long-Term Care in request of an Automatic Prohibition under the Smoke-Free Ontario Act.

Madoc Gas and Variety/XTR, has been owned and operated by Kannathasan Arunasalam since 2007. Since March of 2008, Arunasalam has been caught selling tobacco to persons under 19 and charged four times.

The charges were laid following routine compliance checks made by tobacco enforcement officers.

Officers have an underage shopper who looks young go into a store and try to buy cigarettes. If the store clerk checks for I.D. then no charges are laid. If no request is made to see some sort of legal I.D. then the underage shopper gives the cigarettes to the enforcement officer and charges are laid.

The last charge was laid in August 2011. The conviction was registered November 29, 2011, with an \$800 fine levied.

When contacted about the possible prohibition, Arunasalam would not comment.

On January 9, the health unit submitted its request for prohibition to the ministry and has since been awaiting the results of the request.

"This does not happen very often, it's not unprecedented," said health unit media relations consultant Carol Snell. "Around the boardroom table, the medical officer of health didn't recall any requested prohibitions during his time here, which is about six years."

"We have had them previous to this, but this is the first one for some time," said Snell.

Preemies feel the love with homemade quilts

By Jessica Corriveau

Premature babies at Kingston General Hospital are being wrapped in the love of the caring community of the Trent Valley Quilters Guild.

Local women from all over the Trent valley area have come together thanks to the guild to make over 200 soft linens, all donated to KHG's neonatal unit.

Eighteen women came together for a day of sewing at the guild's workshop.

"We've been doing this for four years. Sometimes we have two big bags once a year, sometimes we drop off one bag twice a year," said Nicky Livingston, a member of the guild who brought together the workshop and was present to drop off the quilts.

"It's a freebie event, the (participants) don't need to pay to come, they just bring their sewing machine and we worked from 9 a.m. to about 3 p.m.," says Livingston. "All of the flannelette was donated, and we were given batting and leftovers from our Comfort Quilts events," which make quilts to be donated to the seriously ill, fire victims, shelters and hospice.

"We're happy to have them," said Alyssa McCaugherty, a registered nurse in the neonatal unit at KHG.

A mother in the sunroom of the unit showed Livingston some photos on her cellphone of her preemie on one of the donated quilts from a previous year.

"It's a fun day. It's a great opportunity to get together and do something worthwhile," said Jess Chambers, a Belleville resident and president of the Trent Valley Quilters Guild. "It's a portion of our community who really need our help."

The guild makes pads for the babies to lie on, tiny pillows to support the babies



Photo by Jessica Corriveau

Nicky Livingston (left) from the Trent Valley Quilters Guild, passes quilts, crib pads, and other soft linens made by the guild to Alyssa McCaugherty, a registered nurse in the neonatal unit at Kingston General Hospital on Tuesday, March 13.

in the incubator and support their arms for IVs, as well receiving blankets and quilts.

"The quilts are there to wrap the babies in or cover them, and often they go home with the mother and her child," said Chambers.

According to a demographic review put out by the Hastings Children's Aid Society in March 2008, Hastings and Prince Edward County has seen a significant increase in preterm babies from 2002 to 2007, moving from 4.9% to 7.1%, matching the increase in Eastern Ontario

in general.

KHG works with Almost Home, a home for families of children admitted to hospital to offer an inexpensive place to stay for families from outside of Kingston, such as families from the Hastings and Prince Edward County area.