

**BARRY WELLAR NAMED MEDIA PROGRAM DIRECTOR
FOR
GEOGRAPHY AWARENESS WEEK**

Dr. Barry Wellar, Professor of Geography and Environmental Studies (ret.) at the University of Ottawa has been appointed Media Program Director, Geography Awareness Week, by the Canadian Association of Geographers (CAG).

Professor Wellar is the recipient of numerous awards, including the President's Award, University of Ottawa, for Service to the University Through Media and Community Relations, and the Canadian Association of Geographers' Award for Geography in the Service of Government or Business.

According to Chris Sharpe, Past President of the Association, participation in Geography Awareness Week is a new venture for the CAG, and the organization is fortunate to have someone with Dr. Wellar's experience and energy heading up the media component.

“Barry Wellar has an exceptional ability to communicate with politicians, corporate leaders, citizens and members of the media, and he is very knowledgeable about the many aspects of geography. Initiating Geography Awareness Week is a major challenge to our membership, but we are confident that the media program being developed by Professor Wellar will help to ensure that Geography Awareness Week, which runs November 13-17, will be a great success. “

Professor Wellar believes that the Association is up to the challenge of increasing the awareness of Canadians about how the physical and human geography of this country is changing, and that a strong media program is key to informing the public of the social, cultural, economic, political and environmental implications of those changes.

“Geography is becoming increasingly important to the everyday affairs of all Canadians, and it warrants attention by governments, corporations, and citizens on a daily basis. However, most of what the geographic community does in teaching, research, public policy, and business is unknown or is invisible to the vast majority of Canadians. We believe that Geography Awareness Week is an excellent way to build national interest in the many facets of geography, and that communicating with Canadians through the media is central to our mission. That is what we believe; now we have to make it happen.”

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