

GREATNESS POWERED BY MACEWAN



Monday, February 23, 2026

MacEwan University launches third year of awareness campaign

Edmonton – Year three of MacEwan University’s “Greatness. Powered by MacEwan.” awareness campaign launches today and runs through to June 28.

“This year’s campaign is focused on impact – how the energy, excellence and hands-on learning that define a MacEwan education extend far beyond our campus,” said Lara McClelland, vice-president, University Relations. “Building on the strong foundation of the first two years, year three maintains continuity in our look, tone and core messaging, while sharpening our storytelling around outcomes.”

The campaign focuses on storytelling under three themes:

- MacEwan provides students with real-world experience
- MacEwan graduates are career-ready
- MacEwan alumni make a meaningful impact in the community

Stories supporting these themes will be shared through a multimedia marketing campaign which includes a website, [MacEwan.ca/Greatness](https://macewan.ca/greatness), social media and a print publication, *Greatness at Work* – a highly visual piece showcasing the impact of MacEwan’s people through compelling storytelling.

The Greatness campaign supports the university’s shared goals around awareness, reputation and student recruitment, and builds on the encouraging results achieved by the first two iterations of the campaign:

- MacEwan’s story has reached a wide audience: the advertising has been seen more than 100 million times, social media content has reached over 300,000 people and more than 210,000 visitors have explored the *Greatness. Powered by MacEwan.* campaign landing page.
- As of January 31, 2026, applications for the upcoming fall term are up 13.5 per cent compared to 2025.

For more information, please contact archerj24@macewan.ca



NEWS RELEASE

Founded in 1971, MacEwan University inspires its students with a powerful combination of academic excellence and personal learning experiences. Offering more than 90 programs including undergraduate degrees, applied degrees, diplomas, certificates, continuing education and corporate training, the university provides a transformative education in a creative, collaborative and supportive learning environment where creativity and innovation thrive. Located in Edmonton, Alberta Canada, MacEwan University offers a unique student experience that opens up diverse pathways for achievement and growth.