June 19, 2008

**MACEWAN UNVEILS ITS ‘COAT OF ARMS’**

Edmonton – MacEwan will officially unveil the college’s Coat of Arms at the Spring Convocation today at the Winspear Centre.

In September 2006, the Board of Governors at MacEwan passed a motion authorizing the college to pursue the development and registration of a Coat of Arms to represent MacEwan. A formal letter of petition to grant Armorial Bearings to the college was submitted and subsequently approved by the Canadian Heraldic Authority which is headed by Her Excellency the Governor General of Canada.

Today, the college is proud to unveil its Coat of Arms, which has been entered into the Public Register of Arms, Flags and Badges of Canada.

**Arms:** Blue and White are the academic colours of the college. The Rose refers to the wild rose, the provincial floral emblem, and by extension the fact that MacEwan is the largest public college in Alberta. The circle is a symbol of the never-ending process of learning, as well as of inclusiveness. As a circle it also relates the earliest inhabitants of the area, and as a component of the medicine wheel, a First Nations symbol.

**Crest:** The sparrow was an important bird for Dr. J.W. Grant MacEwan (1902 – 2000), the college’s namesake and former Lieutenant Governor of Alberta. It is mentioned in his personal creed, written in 1969. Its outstretched wings indicate aspiration and striving. The walking stick is something Dr. MacEwan carved and is now used as the college mace.

**Motto:** DISCENDO FLOREMUS meaning “Through learning we flourish.”

**Supporters:** The griffin is the symbol of the college’s athletic teams (the MacEwan Griffins), symbolizing courage, swiftness and excellence. The prairie grass and wild roses indicate Alberta.

---

For further information, please contact:  
David Beharry, Media Relations Advisor  
(780) 497-5586  
Cell: 231-5954  
E-mail: beharryd@macewan.ca