

For Immediate Release



Canada's McGill alumni promote cultural exchange through Maple Syrup Week at AUB

Beirut, Lebanon- 01/07/2011 - With the aim of promoting cultural exchange week between the Canadian and Lebanese communities, the McGill Alumni Association in Lebanon organized "McGill Maple Syrup Week" at the American University of Beirut on July 1-2, 2011.

Offering free pancakes and maple syrup outside West Hall, Canadian Embassy volunteers explained to visitors the importance of maple syrup in Canada's cultural fabric.

Canada produces 85 percent of the world's maple syrup, which used to be the standard sweetener in North America until 1875, when cane sugar became available. Maple syrup is considered an anti-oxidant with anticancerous and anti-inflammatory properties. The maple leaf figures on Canada's national flag.

AUB Vice-President for Advancement Richard Brow, a Canadian himself, welcomed everyone, thanking the Canadian Embassy and McGill alumni for organizing the event. David Da Silva, the Canadian Embassy's political public affairs officer, highlighted the similarities between McGill, his alma mater, and AUB, noting that they even share the red-and-white official colors. "[Both] are known for excellence in medicine, engineering, liberal arts... and therefore make for great partners," he said, adding with a laugh: "Most importantly, both have a large number of Lebanese students."

Maple Syrup Week will also include a public event in Martyrs' Square on July 2, 2011 from 6 pm to 10 pm.

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Note to Editors

About AUB

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A

teaching-centered research university, AUB has more than 600 full-time faculty members and a student body of about 8,000 students. AUB currently offers more than 100 programs leading to the bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full service 420-bed hospital.

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