

✧ ladies learning code

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#code  
**MOBILE**



# Impact Report

**OCTOBER 2016**

After a ground-breaking cross-Canada journey teaching kids to code, the code:mobile has returned. And it has some stories to tell...

# The Initiative

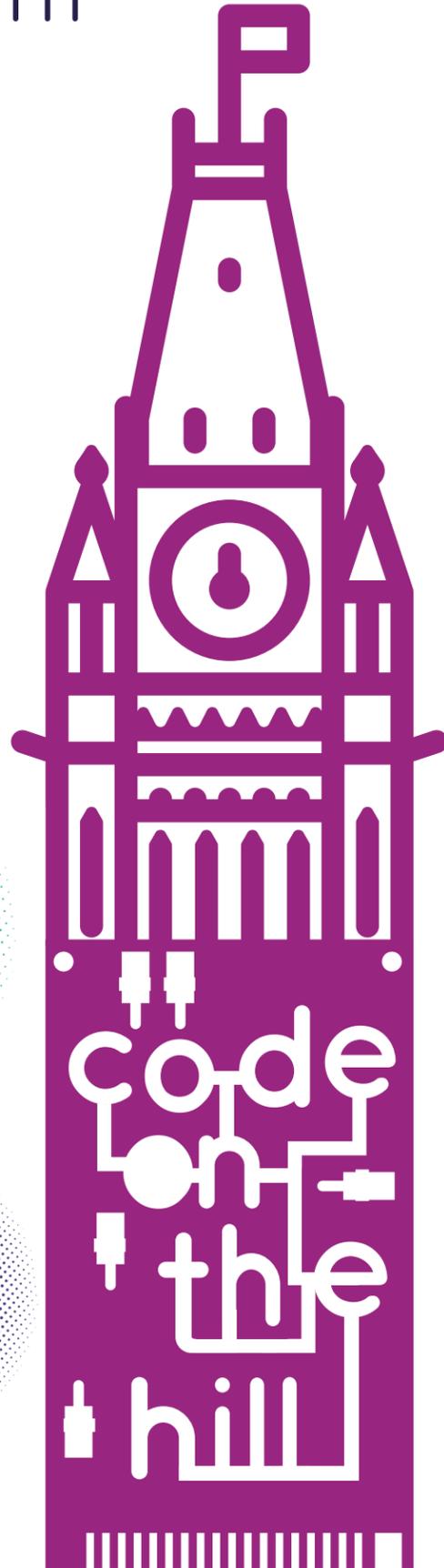
It all began, quite literally, as a dream — a vision for a mobile computer lab that would travel across Canada to communities large and small in an effort to promote digital literacy and a love of coding. One by one, the right people came together to turn this vision into a reality. Our Creative Director came on board and contributed the bold design for the truck. Our CEO got to work meticulously planning the logistics of this mammoth endeavour. And finally, our code:mobile team was assembled.

A candid capture of our Creative Director seeing the code:mobile in-person for the first time.



# Code on the Hill

On May 10th, the code:mobile made a historic visit to Parliament Hill in Ottawa. During that visit, we were joined by the Hon. Kirsty Duncan, Minister of Science, and the Hon. Patty Hajdu, Minister of Status of Women. We still get butterflies thinking about how hundreds of kids from local schools got to write their very first lines of code on the lawn of our national legislature!



## Kickoff Party

On May 29th, the code:squad hosted a very special kickoff celebration in Toronto to celebrate the launch of the code:mobile's summer roadtrip. There was cotton candy, face-painting, crafts, robots, and, of course, coding! We couldn't have asked for a better sendoff from our home community.



# The Road Trip Begins

On June 1st, the code:mobile set off down busy Queen St. West with a honk and a wave!

**51**  
CITIES VISITED

**24,978**  
KILOMETERS DRIVEN



We used **Instagram** to tell our story as we drove across Canada. We have forged new online relationships and gained over 900 followers this summer!

# Student Stories

We will never forget the incredible learners that we met this summer. Here are just a few of their heartwarming and inspiring stories...



## Kylie - Moncton, NB

JUNE 6, 2016

At the beginning of the summer, we met our first fan. Kylie and her dad had been following us on social media and decided to track us down to join the code squad!

## Keona - Haines Junction, YT

AUGUST 8, 2016

Keona's maze features a unicorn that had to find its rainbow, but don't be fooled by those pink walls, they will send you back to the very first level if you touch them.



## Tom - Prince George, BC

AUGUST 14, 2016

This is Tom, he took our Digital Skills workshop for adults with disabilities in Prince George. He used a computer for the first time, and also learned some HTML and CSS!



## Draven - Moose Jaw, SK

JULY 23, 2016

Draven kept us company all day at the tech fair in Moose Jaw. He fell in love with virtual reality. Captured here climbing Tess claiming she's a rock in our VR game!

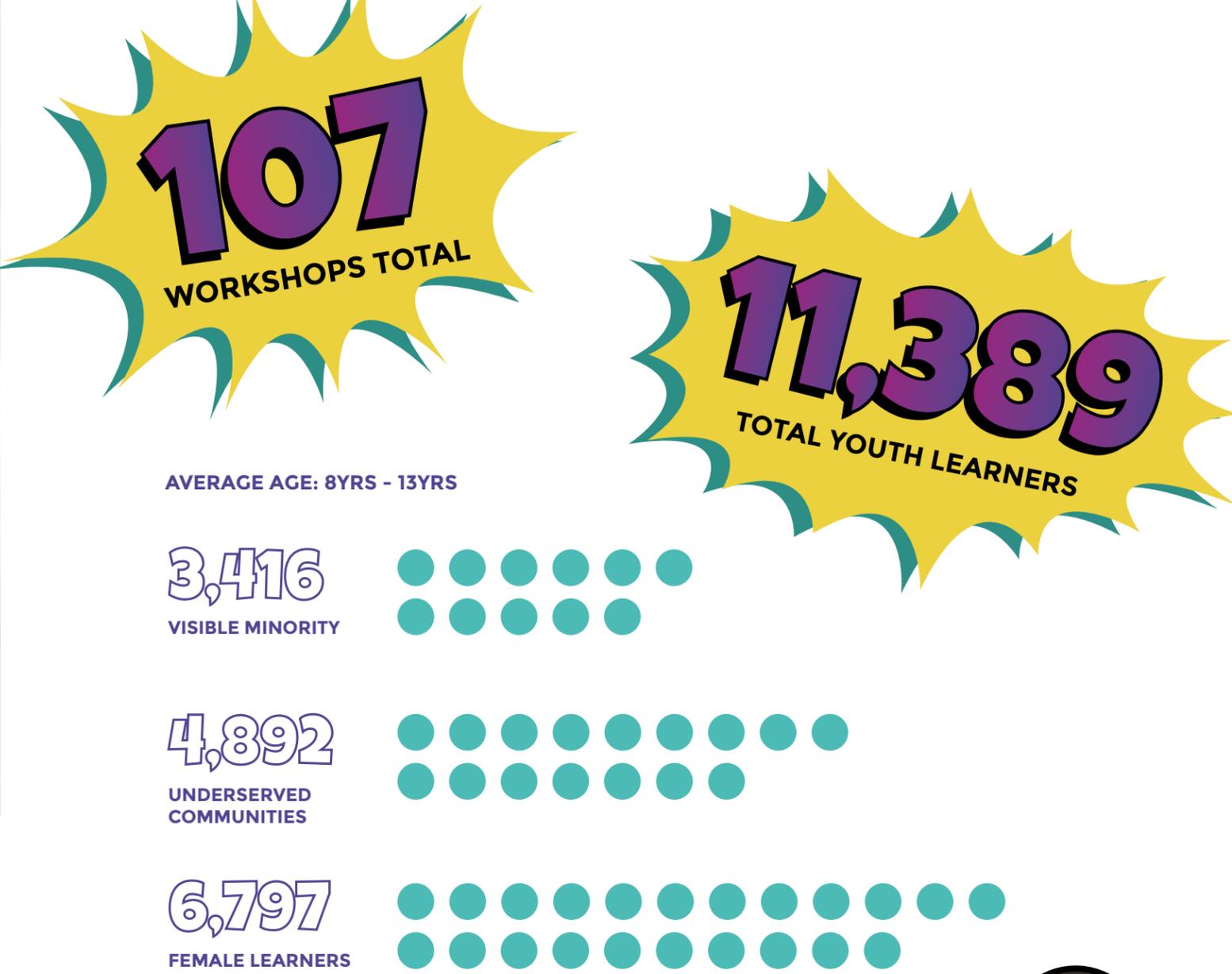


## Miguel - Calgary, AB

AUGUST 31, 2016

Miguel had such a great time at our first workshop in Calgary, that he stayed for a second one. Here he is presenting his amazing advanced maze game.





# Tracking Data

Teamwork really does make the dream work! This summer, we were fortunate to have the support of partners like **TribalScale**, who developed a custom code:mobile app! Using this tool, we collected data from learners across Canada in an effort to better understand our learner community.



# In the Press

We were so fortunate to have wonderful press coverage while we were on the road — over 26 impressions! Let's take a walk down memory lane...



## CTV News Ottawa

MAY 11, 2016

Before we officially began our cross-Canada tour, we had the privilege of talking with CTV News about the initiative. Here is our CEO Melissa on CTV Morning Live.



## Journal Pioneer - PEI

JUNE 14, 2016

A big part of the code:mobile trip was reaching communities outside of urban centres. So it was a special moment when we rolled in to PEI!



## Regina Leader-Post

JULY 20, 2016

We loved participating in Teen Tuesdays at the Regina Public Library!



## Yukon News

AUGUST 3, 2016

A fun press clipping from the northern-most destination on our trip!

## The Vancouver Sun

SEPTEMBER 3, 2016

A great feature on the importance of coding education in British Columbia.



# Government Support

We were energized and encouraged by the tremendous support that the code:mobile received from all levels of government!

**Justin Trudeau** @JustinTrudeau

Coders of the future - welcome to the Hill.  
[#codeonthehill](#)

**Ladies Learning Code** @learningcode  
We're so happy to have @KirstyDuncanMP learn to code with us at #codeonthehill today! #ladieslearningcode

RETWEETS 237 LIKES 510

1:02 PM - 10 May 2016



Justin Trudeau  
PRIME MINISTER OF CANADA



Kirsty Duncan  
MINISTER OF SCIENCE

**Kirsty Duncan** @KirstyDuncanMP

An amazing day w @learningcode & @ActuaCanada and some truly amazing Grade 4 students! I love my job! #codeonthehill

RETWEETS 12 LIKES 25

5:19 PM - 10 May 2016



Geoff Regan  
MP - HALIFAX WEST

**Geoff Regan** @geoffregan

Attended #ladieslearningcode seminar encouraging kids and girls to get more knowledgeable in #tech @learningcode

RETWEETS 9 LIKES 14

9:38 AM - 18 Jun 2016

**Nick Whalen** @NickWhalenMP

Cool to see @learningcode teaching young women to code @MemorialU using @MIT #scratch platform #codemobile

RETWEETS 12 LIKES 20

9:21 AM - 27 Jun 2016



Nick Whalen  
MP - ST. JOHN'S EAST

# Partnerships

We love the saying “if you want to go fast, go alone, if you want to go far, go together.”

And far, we went!



## Thank You!

And of course this entire initiative wouldn't have been possible without the generous support from **Microsoft**. Thank you for helping to inspire the next generation to become passionate creators of technology!

