



**Know Your AQ™ Added to the Roster of Courses at Conestoga College**  
***Ladybug Set to Deliver Alcohol Awareness Program through Continuing Education***

**Cambridge, ON – July 31, 2007** – Ladybug Teknologies today announced that its innovative alcohol awareness program, called Know Your AQ™ (Alcohol Quotient), will be included in the continuing education program at Conestoga College in Kitchener, ON beginning this September, 2007. Know Your AQ is a health and wellness training program designed for individuals interested in learning the ways and means of monitoring their level of impairment in applied, real-life, social and networking settings.

Know Your AQ's experiential approach to learning makes it an ideal fit for Conestoga College, which specializes in advanced applied education. For nine consecutive years, Conestoga College has been rated the #1 college in Ontario by independent province-wide surveys.

"Ladybug is pleased to be working with Conestoga College to deliver this program to individuals who are interested in learning more about how alcohol affects them personally," said Sherry Colbourne, CEO, Ladybug Teknologies. "An evening of food and beverages provides the backdrop for greater learning – learning that relies upon the individual experience to demonstrate diminishing motor skills and cognitive ability even at low levels of alcohol consumption. We're hoping that people will walk away from this experience with a new understanding and a healthy respect for the effects of alcohol."

Beyond challenging perceptions about alcohol consumption, impairment and intoxication, Know Your AQ introduces the skills required to discriminate Blood Alcohol Concentration (BAC) levels. With the aid of custom-developed technology, participants acquire the practical skills to preemptively manage their alcohol consumption and support better, more responsible decision-making. Know Your AQ is supported by Ontario's legal, enforcement, scientific and research communities. For more information or to sign up for the course visit: [www.conestogac.on.ca/ce/fall/pdfversion/geninte.pdf](http://www.conestogac.on.ca/ce/fall/pdfversion/geninte.pdf)

**Ladybug Teknologies Inc.**

Ladybug Teknologies seeks to bring about far-reaching and measurable social change by teaching, not preaching, the importance of alcohol awareness through an innovative program called Know Your AQ™. Available as either an event service or experientially-based training program, Know Your AQ exposes participants to the very personal effects of alcohol on the body and challenges perceptions of intoxication, social norms and personal limits. By combining technology, psychopharmacology and learning, Know Your AQ equips participants with information that supports courageous personal change and becomes the solution to alcohol misuse. For more information about Ladybug Teknologies visit [www.ladybugteknologies.com](http://www.ladybugteknologies.com).

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