



Founding Partner joins roster of Canadian Accredited Independent Schools (CAIS) Service Advisors

TORONTO, September 15, 2024 - Distill Designs is pleased to announce that its Chief Content Officer and Founding Partner, Lianne Castelino, has been named to the roster of CAIServices Advisors, a service offering of Canadian Accredited Independent Schools (CAIS), a national network of member schools supporting collaborative initiatives in leadership, education, management, and governance.

“Being able to support other educators and school staff with communications, marketing and recruitment challenges through the CAIS network, is an honour,” says Castelino, a journalist and communications professional who has worked both in and with schools in various senior roles. “The pressure to deliver a variety of diverse materials against stringent deadlines is a constant for communications teams in independent schools, making the opportunity to offer best practices, proven tips and helpful strategies to execute quality collateral on time and within budget, critically important.”

Within [CAIServices](#), Castelino becomes part of a 9-member group of accomplished educational leaders including former Heads of School, as well as professionals from various disciplines spanning finance and advancement to technology.

“Helping schools distill their strategy, messaging and design needs is our passion and purpose,” says Steve Goode, Chief Design Officer and Founding Partner at Distill Designs. “Lianne’s breadth of knowledge and experience in education, coupled with her deep storytelling expertise across all platforms, will be a definite asset for schools seeking to elevate their brand story and positioning in a highly-competitive space.”

Distill Designs offers an expansive array of services including: branding, marketing, communications, design, media and advertising-related services, collaborating with a network of professionals across various creative disciplines to provide a customized, end-to-end, seamless client experience. Service offerings include: brand management, content development, fundraising communications, graphic design, video production and website development.

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ABOUT DISTILL DESIGNS

Distill Designs is an independent, purpose-driven creative company that solves communications and marketing challenges by distilling strategy, messaging and design across disciplines, platforms and audiences by illustrating impact through authentic written and visual storytelling.

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