



MINDSHARE
LEARNING
MEDIA & STRATEGY



Celebrating 15 Years of
Learning & Innovation

MEDIA RELEASE

FOR IMMEDIATE RELEASE

East Coast AI Education Cluster launches at Leadership Summit in New Brunswick

**Regional collaboration builds on the C21 Canada National strategy to
advance AI in Education Nationwide**

Fredericton, NB- April 21, 2026: Education leaders from across Atlantic Canada will gather at the Wu Conference Centre at the University of New Brunswick for the **Advancing AI Leadership Summit** hosted by the New Brunswick Department of Education and Early Childhood Development (EECD) in partnership with MindShare Learning Media.

The Summit marks a significant milestone in New Brunswick’s leadership journey as one of the first jurisdictions in Canada to implement artificial intelligence initiatives at a province-wide scale. Building on this foundation, the event will officially launch the **C21 East Coast AI Education Cluster**, a collaborative effort connecting K–12 systems across New Brunswick, Prince Edward Island, Nova Scotia, and Newfoundland and Labrador.

Developed in partnership with C21 Canada, the cluster aligns with C21 Canada’s broader national AI Cluster strategy, catalyzed by the organization’s AI Task Force Report and ongoing AI use case initiatives. Together, these efforts are helping to shape a coordinated, pan-Canadian approach to AI in education grounded in real-world practice, shared learning, and scalable innovation.

C21 Canada’s roots are closely tied to New Brunswick, where elements of its early development emerged more than 15 years ago. The launch of the East Coast AI Education Cluster represents a natural evolution of that legacy, positioning Atlantic Canada as a regional driver contributing to a growing national network of AI-enabled education leadership.

“New Brunswick has taken important steps to integrate AI across our education system, and we are now focused on improving and being intentional while sharing what we’ve learned,” said **Ryan Donaghy, Deputy Minister, New Brunswick Department of Education & Early Childhood Development.**

“Through this collaboration with C21 Canada and our Atlantic partners, we are strengthening our collective capacity to embrace AI and the future skills needed, ensuring our students and educators are well prepared for the future.”

The invitation-only Summit convenes senior system leaders, post-secondary partners, and industry experts to explore the next phase of AI integration in education, focused on responsible implementation, governance, and measurable impact on student learning and workforce readiness.

Participants will engage in leadership panels, real-world AI use case discussions, and structured roundtables designed to identify shared priorities and opportunities for cross-jurisdictional collaboration.

*“C21 Canada’s AI Task Force and use case initiatives have laid important groundwork for what we are now seeing unfold across the country,” said **Robert Martellacci, CEO, MindShare Learning Media/C21Canada.** “The launch of the East Coast AI Education Cluster builds on that momentum, creating a powerful regional node within a growing national network. This is how innovation scales: through collaboration, shared insight, and aligned leadership.”*

The **Advancing AI Leadership Summit** serves as the opening event to the broader 3rd annual NBEEd Conference, setting a strategic tone focused on leadership, innovation, and system-wide transformation.

As education systems internationally and across Canada continue to navigate rapid technological change, this coordinated regional and national approach positions Atlantic Canada, and Canada as a whole, to play a leading role in shaping the future of AI in education.

Media Contact

Robert Martellacci

Founder & CEO, MindShare Learning Media

[✉ robert@mindsharelearning.com](mailto:robert@mindsharelearning.com)

[🌐 www.mindsharelearning.com](http://www.mindsharelearning.com)

Alison Taylor

Communications,

Department of Education and Early Childhood Development,

[✉ alison.taylor@gnb.ca](mailto:alison.taylor@gnb.ca)

[🌐 https://www.gnb.ca/](https://www.gnb.ca/)



**MINDSHARE
LEARNING**
MEDIA & STRATEGY



Celebrating **15 Years** of
Learning & Innovation