

The fifth edition of the Tremblant Forum will focus on the latest trends in strategic philanthropy

Annual conference unites global and local experts on September 16 and 17, 2008

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Montreal, June 16, 2008 – The fifth edition of the Tremblant Forum on corporate responsibility and sustainability will be held on September 16 and 17. The theme for this year's conference is ***Looking forward, giving back.***

Organized by NATIONAL Public Relations, this annual conference will unite more than one hundred business people, executives from non-profit organizations and academics at Mont Tremblant to discuss and debate the most recent trends in community investment, social entrepreneurship, and venture philanthropy.

The Tremblant Forum has become one of the most important Canadian events to examine the challenges and opportunities facing companies, NGOs and society in general.

“While NGOs are looking for innovative funding models based on long-term partnerships, investors and brand managers are themselves seeking concrete financial and reputational returns,” said Rick Petersen, partner and senior vice-president, Corporate Responsibility at NATIONAL. “We believe that it is possible – even necessary – to implement strategic philanthropy programs that satisfy all key stakeholders. By doing so, they can help build sustainable enterprises in a more responsible society.”

Three workshops hosted by renowned journalists

Tremblant Forum 08 will feature top-tier panellists in the area of strategic philanthropy in dynamic workshops hosted by renowned journalists including Tobias Webb, editor of *The Ethical Corporation* and Alain Dubuc, columnist for *La Presse*.

Workshop 1: Are we doing enough?

The global gap between needs and means is widening at an accelerating rate. Governments are stepping back and foundations and companies are stepping in to fill the void. But, given the scope of the challenges, will it be enough for real and lasting change?

Workshop 2: The new model of philanthropy

Business skills and market models are now being brought to bear by leading foundations, companies and charities. Which innovations in social entrepreneurship and venture philanthropy are getting the best results and why?

Workshop 3: Finding value in values

The reality is that cause marketing costs real money and success depends, to a large extent, on the partners you choose. Are intangible benefits related to your brand enough to ensure sustainable funding? Are increased sales the last taboo? What metrics work? And how do you choose partners for success?

New this year: Future Café

In this interactive discussion, participants, speakers and sponsors will share their experiences and ideas regarding philanthropy and social investment.

Confirmed speakers

In addition to speakers from the United States, United Kingdom and Canada such as Peter Frumkin, author of *Strategic Giving: The Art and Science of Philanthropy* and Dr. Gilles Julien, president, *Fondation pour la promotion de la pédiatrie sociale*, we are pleased to present senior executives from leading organizations, including:

- Standard Life Group
- Global Endeavor
- MolsonCoors
- Reporters without Borders
- Wal-Mart
- John Molson School of Business
- CARE
- And others

Register today!

To register, contact NATIONAL Public Relations at 514-843-2334 or visit www.tremblantforum.org. Registration includes meals, the opening and closing cocktails as well as transportation to Mont Tremblant in a bio-diesel bus departing and returning to Montreal. Like last year, the fifth edition of the Tremblant Forum will be certified carbon neutral by Planétair.

Tremblant Forum is made possible thanks to the support of many companies including Alcoa, Cascades, Gildan, Loto-Québec, Molson Coors and Wal-Mart as well as our media partners La Presse, The Gazette, Vision Durable, The CRO and Novae.

About NATIONAL

NATIONAL is the largest public relations consultancy in Canada and was ranked among the top 10 communications firms in corporate responsibility (CR) in the world, the only Canadian firm to make the list. NATIONAL has offices in Montreal, Quebec City, Ottawa, Toronto, Calgary, Vancouver, Victoria, New York and London, as well as an interest in MT&L/NATIONAL in Halifax. The firm offers corporate communications, investor relations, public affairs, marketing, technology and healthcare communications services to a broad range of leading corporate, government and institutional clients. Internationally, the firm is affiliated with Burson-Marsteller.

NATIONAL is a subsidiary of RES PUBLICA Consulting Group in Montreal, which also owns another Canadian public relations leader, Cohn & Wolfe | Canada, with offices in Toronto, Montreal and Calgary and an affiliation with the worldwide Cohn & Wolfe network. RES PUBLICA also holds a significant interest in Global Public Affairs, the leader in government relations in Canada, with offices in Ottawa, Toronto and Calgary.

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