

**CEOs of Molson Coors Brewing Company and the  
Thomson Reuters Foundation  
to speak at Tremblant Forum conference**

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*Canadian influencers will gather at 5<sup>th</sup> anniversary event on  
September 16-17 to examine emerging trends in community  
investment*



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**Montreal, September 4, 2008** – NATIONAL Public Relations is proud to announce that Mr. Peter Swinburn, President and CEO of Molson Coors and Monique Villa, CEO of the Thomson Reuters Foundation, will be the keynote speakers at the 5<sup>th</sup> anniversary edition of the Tremblant Forum on corporate responsibility and sustainability. Organized by NATIONAL Public Relations, this leading Canadian conference will take place on September 16 and 17 in Mont-Tremblant. Its theme, *Looking Forward, Giving Back*, will explore the evolution of corporate philanthropy and strategic community investment.

Mr. Matthew Bishop, Chief Business Writer/US for *The Economist*, will launch his new book, *Philanthrocapitalism* on the evening of September 16. and another special event will take place the following afternoon with the presentation of Imagine Canada's new study, *The Canada Survey of Business Contributions to Community*, presented by author Michael Hall. Copies of both the book and the report will be available on site for participants and media representatives.

**Corporate responsibility at Molson Coors**

During his morning keynote address, Mr. Swinburn will discuss how corporate responsibility is embedded in Molson Coors' approach to doing business, from philanthropy to community investment programs and environmental stewardship.

"When we say 'corporate responsibility' at Molson Coors, we mean business," explains Mr. Swinburn, President and CEO of Molson Coors. "Corporate responsibility means brewing and building our brands the right way. John Molson once said that 'we are all members of a larger community which depends on everyone playing a part.' That spirit guides us today in our investment in the community and in how we bring our brands to market. From the brewing house to the bottling line to our head office, everyone at Molson Coors is conscious of having a part to play in the communities where we live and work."

**Thomson Reuters Foundation - saving lives through communications**

Monique Villa, recently appointed to lead the Thomson Reuters Foundation will talk about how they are expanding the resources and information flows that can help save lives in humanitarian crises. The Foundation is building on its partnerships with some 400 relief agencies and is developing new

models of emergency funding and communication to people who survive in disaster zones.

“The Thomson Reuters Foundation is using the power of the company’s global information network to make a difference for the world’s most vulnerable people,” said Mrs. Villa. “We are currently focused on expanding our existing efforts by collaborating and working alongside other corporations and partners around the world. I look forward to outlining our bold plans at Tremblant Forum.”

**Register today!**

To register, contact NATIONAL Public Relations at 514-843-7171 or visit [www.tremblantforum.org](http://www.tremblantforum.org). Registration includes meals, the opening and closing cocktail receptions and return transportation to Mont-Tremblant from Montreal by bio-diesel bus.

The Tremblant Forum is made possible with the support of numerous leading organizations including Alcoa, Cascades, Gildan, Loto-Québec, Molson Coors, Wal-Mart, Mont-Tremblant as well as our media partners *La Presse*, *The Gazette*, *Vision Durable*, and *CRO* magazine.

**About NATIONAL**

NATIONAL is the largest public relations consultancy in Canada and was chosen among the top ten public relations firms in the world for corporate and social responsibility and the only one in Canada. 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 and Saint John. 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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