

ANDREA MANDEL-CAMPBELL JOINS NATIONAL PUBLIC RELATIONS

April 4, 2018 – NATIONAL Public Relations today announced a key executive appointment that further deepens its growing financial communications and crisis communications expertise in Toronto. Effective immediately, Andrea Mandel-Campbell is named Senior Vice-President, Financial and Crisis Communications, responsible for leading Toronto's financial communications offering, including NATIONAL Equicom and all strategic situations, as well as our overall crisis and issues management effort.

"We are thrilled Andrea has joined our team in Toronto. She'll help all of us up our game as we ensure our clients receive the best service in the business. We will benefit from her extensive experience in financial and crisis communications and from her experience in the public and private sectors," said Rick Murray, Managing Partner in Toronto and the Firm's Chief Digital Strategist.

"I'm very excited to be joining NATIONAL, the undisputed leader in strategic, financial and crisis communications across Canada," said Ms. Mandel-Campbell.

Ms. Mandel-Campbell has more than 20 years of experience in strategic and corporate communications, crisis management, public affairs, government and media relations. Ms. Mandel-Campbell joins NATIONAL after serving as Senior Vice President at a global CEO advisory firm. Prior to that, she was Vice-President of Corporate Communications for Kinross Gold Corporation, one of the world's leading gold mining companies. Ms. Mandel-Campbell has also served as Director of Communications for the Secretary of the Treasury Board in Ottawa.

A veteran journalist and broadcaster, Ms. Mandel-Campbell is author of the iconic Canadian business book, *Why Mexicans Don't Drink Molson*, which was nominated for the Shaughnessy Cohen Prize for Political Writing and the John Wesley Dafoe Book Prize. In addition to regular public speaking, Ms. Mandel-Campbell was also an anchor on CTV's Business News Network.

A former correspondent for the *Financial Times* (FT) of London in Argentina and Mexico, Ms. Mandel-Campbell began her career as a foreign correspondent in Latin America, where she spent close to a decade reporting from Chile, Argentina, Peru, Mexico and Cuba for various US, Canadian and European publications.

ABOUT NATIONAL

NATIONAL Public Relations connects clients to the people who matter most; delivering the right message, at the right time. Grounded in research, insight and deep sector understanding, we bring together teams of discipline experts from across our network to provide creative communications solutions that move people in thought and actions. For over 40 years, NATIONAL has been at the centre of issues and industries that matter, leading change for today and tomorrow.

NATIONAL is Canada's leading public relations firm, servicing clients across a wide range of sectors, with offices in Vancouver, Calgary, Toronto, Ottawa, Montreal, Quebec City, Saint John, Halifax and St. John's. NATIONAL's service offering also includes NATIONAL Equicom, the industry's foremost investor relations and financial services communications practice.

NATIONAL Public Relations is an AVENIR GLOBAL company, one of the 25 most important public relations firms in the world with 17 offices across Canada, the U.S. and Europe, and part of RES PUBLICA

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For further information, please contact:

Max Stern
NATIONAL Public Relations
mstern@national.ca
416-848-1391