

## LORÈN LAILEY-IRVINE JOINS NATIONAL PUBLIC RELATIONS AS MANAGING PARTNER IN CALGARY

**Calgary, November 7, 2019** – Martin Daraiche, President, NATIONAL Public Relations is pleased to announce the appointment of senior marketing and communications professional Lorèn Lailey-Irvine as Managing Partner of NATIONAL’s Calgary office. Beth Diamond, founding Managing Partner, will now be Senior Advisor at NATIONAL.

Lailey-Irvine comes to the Firm with over 25 years of B2C and B2B experience with public, private and non-profit clients. A University of Calgary psychology graduate, she is known as a strategic storyteller, having developed integrated reputation strategies for some of Canada’s top brands including Shaw Communications, Rick Hansen Foundation, United Farmers of Alberta, Canadian Pacific Railway, Tervita and the Canadian Association of Petroleum Producers.

“We know that Calgary, and Alberta as a whole, have been facing some strong economic headwinds over the past few years. This appointment demonstrates NATIONAL’s commitment to investing in the Calgary office and further our Firm’s integrated offering,” said Martin Daraiche. “Lorèn has been consistently recognized throughout her career for building and managing collaborative and impactful communications teams of employees and agencies, and we’re convinced that she will do so at our Calgary office.”

Lailey-Irvine was most recently marketing director for Tourism Calgary, focusing on advancing the destination brand and increasing incremental visitation. Prior to this, her career centered on shaping public perceptions on national projects such as: leading Rick Hansen Foundation’s communications and media planning for the 2010 Olympic and Paralympic Games with Edelman Vancouver; unifying Tervita Corporation’s push for IPO through a multi-million-dollar brand implementation program; and tangibly growing Canadians’ trust in the energy industry through an integrated research, marketing and corporate communications portfolio with the Canadian Association of Petroleum Producers. Furthermore, her work to develop client business in the city was a major contributor to the opening of the Edelman Calgary office.

As Managing Partner of the Calgary office, Lailey-Irvine will be responsible for expanding the business, with a focus on corporate communications, marketing communications, change management and cultural transformation, in addition to traditional government relations and public relations expertise.

“NATIONAL has been a vital communications leader in the Calgary market for over 20 years. I’m thrilled to continue to build on its existing community connections while exploring new opportunities to support clients with creative solutions that move people in thought and action,” said Lailey-Irvine.

Lorèn Lailey-Irvine will officially start at NATIONAL on November 18.

## **ABOUT NATIONAL PUBLIC RELATIONS**

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 Capital Markets**, the industry's foremost investor relations and financial services communications practice. NATIONAL Public Relations is an **AVENIR GLOBAL** company, among the top 15 largest communication firms in the world with offices in 24 locations across Canada, the U.S., Europe and the Middle East, and is part of **RES PUBLICA Consulting Group**. NATIONAL is affiliated internationally with public relations firm Burson Cohn & Wolfe (BCW), a WPP company. For more information about NATIONAL, please visit our **website** or you can follow us on **Twitter**.

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