

PRESS RELEASE
For immediate release

NATIONAL STRENGTHENS CORPORATE AFFAIRS PRACTICE IN ONTARIO

Luc Levasseur appointed Corporate Affairs Practice Lead

TORONTO, ONTARIO (January 7, 2019) – NATIONAL Public Relations in Toronto continues to expand its Corporate Affairs service offering to better service clients and to position the Firm for future growth in Ontario.

Luc Levasseur, Vice President, has been appointed Corporate Affairs practice lead in Toronto. Since joining NATIONAL in 2011, Luc has helped leading private, public and non-profit organizations solve business problems and drive change through public engagement, reputation management and strategic communications for high-stakes issues.

As head of the Corporate Affairs practice in Toronto, Luc leads a team of senior consultants who provide forward-thinking advisory services to major global and Canadian energy companies, high-profile public sector organizations and municipalities, and who advise on major infrastructure projects and labour relations files.

“Corporate Affairs clients can count on NATIONAL for communications counsel and campaigns that solve business problems,” said Rick Murray, NATIONAL’s Managing Partner in Toronto and Chief Digital Strategist. “Whether you’re looking to get a high-profile project approved or manage a high-stakes issue that threatens your license to operate, NATIONAL’s Corporate Affairs team knows what it takes to build relationships, earn public trust and drive change.”

Working alongside Luc Levasseur to serve NATIONAL’s growing list of clients in the energy, local utility and nuclear sectors is Tim Butters, Director of Corporate Affairs. Tim joined NATIONAL with 10 years experience working as a public affairs strategist in the energy sector, most recently with Ontario’s Independent Electricity System Operator (IESO), where he delivered communications counsel and leadership on complex corporate issues and initiatives.

Bob Richardson and Drew Fagan, experienced senior advisors with the Firm, and former national journalist Jane Taber, Vice President, continue to advise NATIONAL’s Corporate Affairs clients. Supporting the Corporate Affairs team are Max Stern and Chloe Mills, Consultants, as well as Rachel Lee and Troy Aharonian, Coordinators.

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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 Capital Markets](#), the industry's foremost investor relations and financial services communications practice. NATIONAL Public Relations is an [AVENIR GLOBAL](#) company, among the top 25 largest communication firms in the world with offices in 21 locations across Canada, the U.S. and Europe, and part of [RES PUBLICA Consulting Group](#). NATIONAL is affiliated internationally with public relations firm Burson-Marsteller, a WPP company. For more information about NATIONAL, please visit our [website](#) or you can follow us on [Twitter](#).

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