

Pfizer Canada and NATIONAL Collect Canadian Campaign of the Year at the 2018 SABRE Awards

TORONTO, May 3, 2018 – Pfizer Canada Inc. and NATIONAL Public Relations’ moving campaign about women with metastatic breast cancer (mBC) won the SABRE Gold for Canadian Campaign of the Year at the annual awards gala ceremony in New York City. The award was presented Tuesday evening by the Holmes Agency.

“I would like to thank the teams at Pfizer and NATIONAL as well as the patient associations who worked to bring [It’s About mBC Time/Parlons Stade 4](#) to Canadians,” said Rhonda O’Gallagher, Vice President, Corporate Affairs at Pfizer Canada Inc. “Many women living with mBC in Canada believe their unique needs are lost in the larger narrative on breast cancer. *It’s About mBC Time* has amplified the voices of these women and provided them the platform and support needed to actively participate in the breast cancer conversation.”

The SABRE Awards attract close to 2,000 entries each year from North America and provide the premier showcase for the best public relations has to offer. Winning campaigns can claim to have been measured against – and triumphed in competition with – the best public relations campaigns in the world.

“We are so proud to have received this award and to have been part of such an important awareness campaign,” said Rick Murray, Managing Partner at NATIONAL’s Toronto office. “We want to thank the brave women diagnosed with mBC for sharing their stories with us, and for continuing to inspire our team and healthcare partners throughout the campaign.”

NATIONAL’s campaign was designed to build public awareness about the disease and expand the metastatic breast cancer conversation. Beyond creating awareness, the team focused on important relationships within the breast cancer community, including working with the [Canadian Breast Cancer Network](#), [Rethink Breast Cancer](#) and the [Quebec Breast Cancer Foundation](#), to elevate the unique needs of Canadian women living with the disease.

The 2017 campaign has been the recipient of additional prestigious awards this year including:

- IABC Gold Quill – Award of Merit, Social Media Programs
- IABC Ovation – Award of Merit, Social Media Programs
- CPRS Ace Award – Digital Campaign

ABOUT PFIZER CANADA INC.

Pfizer Canada Inc. is the Canadian operation of Pfizer Inc., one of the world’s leading biopharmaceutical companies. Our diversified health care portfolio includes some of the world’s best known and most prescribed medicines and vaccines. Historically, Pfizer Inc. has invested more than US \$7 billion toward developing safe and effective medicines. At Pfizer, we’re working together for a healthier world. To learn more about Pfizer Canada, visit pfizer.ca or you can follow us on Twitter (twitter.com/PfizerCA) or Facebook (facebook.com/PfizerCanada).

ABOUT NATIONAL PUBLIC RELATIONS

NATIONAL Public Relations connects clients to the people who matter most, ensuring that the right message finds them in the right place, and 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 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 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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