

**PRESS RELEASE**  
For immediate release

**TELUS PICKS THE PACK, A NATIONAL PUBLIC RELATIONS AND  
COHN & WOLFE COLLECTIVE, AS NEW PR AOR**

**TORONTO, ON, April 29, 2019** – TELUS has awarded The PACK its PR business after a comprehensive competitive review. The PACK is a best-in-class collaboration between two iconic agency brands, NATIONAL Public Relations and Cohn & Wolfe, custom-built for TELUS.

With the largest Canadian footprint in Canada's PR industry, NATIONAL and Cohn & Wolfe joined forces to demonstrate how their combined experience in consumer and B2B marketing, digital and social media, strategic communications, public affairs, and healthcare can support and elevate TELUS's diverse business in its commitment to continue to differentiate itself by putting its customers first.

"TELUS' growth over the past 20 years is a great Canadian success story, but we see it as a story with limitless potential," explains Rick Murray, Managing Partner of NATIONAL Toronto and Cohn & Wolfe Canada. "Everyone at The PACK is proud to support the Company in expanding its mission to shape a friendlier future for all of us."

The business will be led by Rick Murray and a hand-picked senior advisory team from The PACK's offices in Toronto, Vancouver, Quebec City, Montreal and Ottawa.

"This is a superb accomplishment and a shining demonstration of our network's leading position as Canada's top communications consultancies," said Jean-Pierre Vasseur, President and CEO of AVENIR GLOBAL, NATIONAL and Cohn & Wolfe's parent holding company. "Like TELUS, we believe that it is the combination of national strength and regional understanding that is critical to improving Canadians' lives through connectivity, and we look forward to being an extension of TELUS's communications team."

The Agency of Record appointment marks a significant commitment between the partners and will see The Pack supporting TELUS' communications teams from coast-to-coast.

**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.

# N|A|T|I|O|N|A|L

Trusted Partner. Bold Thinking.™

NATIONAL Public Relations is an AVENIR GLOBAL company, one of the 15 largest communication firms in the world with 25 offices across Canada, the U.S., Europe and the Middle East, and part of RES PUBLICA Consulting Group. NATIONAL is affiliated internationally with public relations firm BCW Global, a WPP company. For more information about NATIONAL, please visit our [website](#) or follow us on [Twitter](#).

## **About AVENIR GLOBAL**

**AVENIR GLOBAL** is a Montreal-based holding and management company with an active operations mindset and a hands-on approach to all its investments. A global powerhouse of specialist communications firms, AVENIR GLOBAL has 1,000 staff and offices in 25 locations across Canada, the U.S., Europe and the Middle East, and ranks among the top 15 largest communication firms in the world.

In Canada, AVENIR GLOBAL owns **NATIONAL Public Relations**, the country's leading public relations firm, servicing clients across a wide range of sectors, which includes **NATIONAL Capital Markets**, the industry's foremost investor relations and financial services practice. In the United States, AVENIR GLOBAL owns **SHIFT Communications**, a data-driven integrated communications agency; and the public relations and communication company **Padilla**, which includes the brand consultancy **Joe Smith**, the food and nutrition experts at **FoodMinds** and the research authorities at **SMS Research Advisors**. In Europe, AVENIR GLOBAL owns the London-based strategic communications consultancy **Madano** and **Hanover**, one of the EMEA's leading strategic communications and public affairs consultancies, with offices in London, Brussels, Dublin, Dubai and Abu Dhabi. Hanover Group also includes creative communications agency **The Playbook**, and the brand and culture consultancy **Multiple**. The AVENIR GLOBAL network also includes healthcare specialists **AXON Communications**, with offices in Toronto, the U.S, the U.K. and Europe and healthcare creative agency **Cherry**, based in London.

AVENIR GLOBAL is owned by **RES PUBLICA Consulting Group**.

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## **Contact:**

Josh Norton  
Vice President, Marketing Communications  
T +1 416-586-1903  
[jnorton@national.ca](mailto:jnorton@national.ca)