

**NEWS RELEASE**

For Immediate Release

**NATIONAL IN VANCOUVER NAMES MICHELLE WILSON VP CREATIVE STRATEGY***Move bolsters NATIONAL's integrated offering in Western Canada*

**VANCOUVER, BC November 14, 2017**—NATIONAL Public Relations is pleased to announce the appointment of Michelle Wilson as Vice-President, Creative Strategy in the Vancouver office. Wilson joins long-time collaborators Paul Welsh and Glen Edwards to extend the Firm's capabilities in offering clients fully integrated communications solutions in Western Canada.

"NATIONAL is committed to connecting clients to the people who matter most, with the right message, at the right time — with counsel and creative grounded in research, insight and deep sector understanding," says NATIONAL's Vancouver Managing Partner Paul Welsh. "Michelle is a senior art director, creative director and client relationship manager who understands both the creative and account sides of our client-centric offering."

Wilson began working with NATIONAL'S Paul Welsh in 2000 at Karyo Communications, where she helped to build their creative studio and expand the boutique agency's creative offering, working on a rebrand of Joe Fortes Restaurant and projects for Coast Capital Savings, Island Hearing and the BC Human Rights Commission. In 2003, she started her own creative studio called Deli Designs, where she led projects for BC Housing, the David Suzuki Foundation, and the Vancouver Canucks. She reunited with Welsh in 2012 at Edelman Vancouver (which purchased Karyo in 2007) where she provided strategic and creative support for Edelman's Vancouver, Toronto, and Calgary offices on projects that varied from local startups to national campaigns, including work for Coast Capital Savings, Port Vancouver, Chevron, the Canadian Association of Optometrists and the City of Vancouver. Michelle then moved on to be an Account Director with the ad agency me&lewis in 2015, where she led strategic planning and creative campaigns for White Spot Restaurants, St. Paul's Foundation, Coors Light Latin America, and Gibson's Finest Whisky.

Michelle joins NATIONAL's creative team located in offices across the country including Halifax, Montreal, Toronto and Calgary, as well as sister-agency SHIFT Communications, which has offices in Boston, San Francisco, Austin and New York.

**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 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 Consulting Group**. NATIONAL is affiliated internationally with public relations firm Burson-Marsteller, a WPP

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