

NATIONAL PUBLIC RELATIONS ON A WINNING STREAK

TORONTO, ON September 21, 2017 – NATIONAL Public Relations' Toronto office continues to grow with the addition of more than four new accounts over the summer.

After a full RFP process, the Region of Peel named NATIONAL as its Agency of Record in June. NATIONAL will be working with the Region's communications team in the development and execution of a variety of external and internal strategies to engage Peel's 1.38 million residents.

"We're very excited to be working with NATIONAL and look forward to being able to leverage their extensive experience in stakeholder communications and engagement," said Lisa Duarte, Director, Marketing and Communications, Corporate Services, Regional Municipality of Peel.

Other key business wins in recent months include:

NELSON

The firm is working to support Canada's leading educational publisher with communications support to generate awareness around new products, business expansion and industry understanding.

BonLook

NATIONAL's Marketing practice is collaborating with the Montreal-based eyewear retailer to promote new store openings and create product-focused collaborations with social influencers.

Jamieson Wellness Inc.

NATIONAL Equicom supported Jamieson Wellness Inc. in its \$300 million initial public offering on the TSX. Our team provided all logistics for the IPO roadshow across Canada and the U.S. This included large group meetings in Toronto, Vancouver and New York with displays of Jamieson's line of vitamins, supplements and natural health products. The offering was well received by the markets with high demand for the stock, which has since increased by 21%.

BMG Group Inc.

BMG Goup Inc. is a global leader in providing investors with physical gold, silver and platinum as an essential component for portfolio diversification and wealth preservation, particularly with BMG bullion products being stored on an allocated and insured basis within LBMA-member vaults. The company chose NATIONAL to assist them with the development and roll-out of a strategic communications campaign in support of a new investor offering.

"We're honoured to be working with these organizations and believe that their decision to partner with us represents, in part, a validation of our evolving approach to public relations," said Kim West, Partner and Chief Client Officer at NATIONAL's Toronto office. "We're continually offering new ways for clients to build strong and meaningful connections with their audiences, drive greater revenue and enhance reputation."

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In June, the Firm launched a Marketing Technology practice that offers a suite of technology-based solutions that take the guesswork out of marketing communications. “This new practice is playing an important role in allowing us to effectively respond to a shifting landscape, one in which there’s a growing focus on digital communications to effectively and efficiently engage with diverse audiences,” noted Kim West.

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 action. For 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. The NATIONAL network also includes NATIONAL Equicom, the industry’s foremost investor relations and financial services communications practice; healthcare specialist AXON Communications, with offices in New York, Toronto, London and Copenhagen; Madano, a UK strategic communications consultancy based in London; and SHIFT Communications, an integrated communications agency with offices in Boston, San Francisco, New York and Austin. NATIONAL Public Relations is part of RES PUBLICA Consulting Group, and is affiliated internationally with public relations firm Burson-Marsteller, a WPP company. For more information about NATIONAL, please visit our website at national.ca or you can follow us on Twitter.

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