

Cohn & Wolfe | Montreal to join NATIONAL Public Relations in Montreal

Montreal, September 7, 2016 – Cohn & Wolfe | Montreal and NATIONAL Public Relations in Montreal will join forces, creating a deep pool of talent for their combined clients.

Cohn & Wolfe and NATIONAL Public Relations are both owned by RES PUBLICA Consulting Group, which provides both public relations firms with business administration and management services. “When we did our annual business analysis of both firms, we concluded that both talent and client bases were complementary. Integrating Cohn & Wolfe into NATIONAL in Montreal made business sense, in addition to extending our service offering for the benefit of clients,” said Jean-Pierre Vasseur, president and CEO of RES PUBLICA.

Cohn & Wolfe’s employees will join the NATIONAL team in Montreal. Serge Paquette, managing partner of NATIONAL’s Montreal office, asked André Bouthillier, managing partner at Cohn & Wolfe | Montreal to join the leadership team as executive vice-president. For Serge Paquette, this integration offers staff and clients great new opportunities. “NATIONAL is constantly on the lookout for new talent. The arrival of Cohn & Wolfe’s consultants offers excellent growth prospects, and we welcome them with open arms,” he said.

“This is an exciting opportunity for our team. Not only do we continue to work with clients we love and support, but we get to tap into the extraordinary resources and talent of a much bigger network at NATIONAL,” said André Bouthillier. For André, it’s a bit of a homecoming, since he was a partner at NATIONAL in the early 1990s. “Our clients will also benefit by having access to the breadth and depth of the NATIONAL network and its specialized expertise, notably in digital and integrated communications, as well as in sectors such as healthcare, energy and financial communications,” he added.

The other Canadian offices of Cohn & Wolfe will not be affected by the transaction and the Cohn & Wolfe network will continue to operate in Canada as part of the global Cohn & Wolfe network, headquartered in New York City.

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 sector and category experts from across our network to provide creative communications solutions that move people in thought and actions. 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, serving 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 specialists [AXON Communications](#), with offices in New York, Toronto, London and Copenhagen; [Madano](#), a 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](#) or you can **follow us on** [Twitter](#).

Source

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