



MEDIA ADVISORY

HOW ARE CANADA'S TOP BUSINESSES ADJUSTING TO GROWING CUSTOMER, SHAREHOLDER AND EMPLOYEE EXPECTATIONS – AND HOW ARE THEY IMPACTING THE BOTTOM LINE?

6th Annual Summit on Corporate Social Responsibility
October 20th, 2008 – Toronto, Canada

TORONTO (October 19, 2008) – Media are invited to attend the 6th Annual Summit on Corporate Social Responsibility organized by Canadian Business for Social Responsibility (CBSR) on Monday, October 20th, 2008 at the Four Seasons Hotel in Toronto.

This year's Summit, themed *Linking Stakeholders to the Bottom Line*, will ask Canada's top companies how they are adapting to the changing needs of key stakeholders. And it will discuss how customers, employees, communities, suppliers and shareholders are changing the 'business case' for corporate social responsibility.

The Summit will feature many of Canada's leading business executives and experts, including Galen Weston Jr. (Loblaws), Moya Greene (Canada Post), Tim Penner (P&G Canada) and Marc Theriault (Syncrude). They will discuss new risks, opportunities and effective strategies to address the changing expectations of unique stakeholder groups.

Through a series of panel sessions (including a CEO panel), presentations and interactive discussions, Summit attendees will focus on a variety of interlinked topics including employee engagement, socially responsible investing, climate change leadership, strategic community investment, supply chain management and product stewardship.

WHAT: 6th Annual Summit on Corporate Social Responsibility
Linking Stakeholders to the Bottom Line

WHEN: Monday, October 20th, 2008
7:45 a.m. – Registration
8:30 a.m. – Opening remarks and start of conference
5:00 p.m. – Conference adjourns

WHERE: Four Seasons Hotel
21 Avenue Road, Toronto

WHO: **Galen Weston Jr.**, Executive Chairman, Loblaw Companies Limited
Tim Penner, President, P&G Canada
Tony Pigott, President & CEO, JWT Canada
Michael Jantzi, Founder and President, Jantzi Research
Moya Greene, President and CEO, Canada Post Corporation

Other featured speakers include:

- Susi Proudman, Director of Sourcing, Aritzia
- Greg Koch, Managing Director, Global Water Stewardship, Coca-Cola Corporation
- Amy Jarek, Senior Policy Strategist, Corporate Responsibility & Government Affairs, Talisman Energy Inc.
- José Etcheverry, Climate Policy Analyst, David Suzuki Foundation
- Nadine Gudz, Manager, Sustainable Strategy, InterfaceFLOR

- Michael Fry, Manager, Global Services, Intertek Ageus Solutions
- Dr. Wilfred Staudt, Senior Advisor, Corporate Water Issues, Petro-Canada
- Lloyd Craig, President and CEO, Coast Capital Savings
- Martha McIver, Vice President, Human Resources, HP Canada
- Paul Hunt, Director, Sustainable Development & Stakeholder Relations, Enbridge Inc.
- Chris Coulter, Vice President, GlobeScan Incorporated
- Gary Merasty, Vice-President, Corporate Social Responsibility, Cameco Corporation
- Neil Crawford, Leader of the Best Employers in Canada Study, Hewitt Associates
- Lee Bansil, Director, External Relations, P&G Canada
- Matthew Kiernan, Chief Executive and Founder, Innovest Strategic Value Advisors
- Bob Willard, Author of *The Sustainability Advantage* and *The Next Sustainability Wave*

About the CCSR Annual Summit

Now in its sixth year, the CCSR Annual Summit is Canada's premier conference on Corporate Social Responsibility (CSR). Annually it brings together Canada's top executives and experts from leading companies to highlight initiatives on how to integrate CSR into corporate strategy, while covering current trends, policies and programs that can influence future business innovation. To view the Summit agenda, please visit <http://guest.cvent.com/EVENTS/Info/Agenda.aspx?e=a3293b29-40a7-41d2-b1bf-e3d9c27e4e6d>

2008 Summit Sponsors: CSRwire, EDC, Loblaw Companies Limited, Nexen Inc, Syncrude Canada, ACCA Canada, Better the World, Cameco Corporation, Catalyst Paper, Coca-Cola Canada, DFAIT, Hewlett-Packard (Canada) Inc., Honda Canada, Hunter Dickinson, Jacques Whitford, Rotman AIC Institute for Corporate Citizenship, Talisman Energy Inc. and Hill & Knowlton Canada.

About CCSR

Founded in 1995, CCSR is a business-led, non-profit CSR consultancy and peer-to-peer learning organization that provides its members with candid counsel and customized advisory services as they formulate powerful business decisions that improve performance and contribute to a better world. For more information please visit www.ccsr.ca.

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To arrange for a media pass to attend the Summit or schedule an interview with CCSR and conference speakers, please contact:

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