



CANADIAN BUSINESS
FOR SOCIAL RESPONSIBILITY

FOR IMMEDIATE RELEASE

Local business leaders look at innovative approaches to labour shortage: building bridges with at-risk youth and immigrants

Vancouver, BC, September 25, 2008 – Overcoming the current labour shortage and meeting community needs will require investing in programs that ensure at-risk youth see all the career paths available to them; and that immigrants are fully integrated into the labour force. These are the focuses of upcoming Fall Seeing is Believing programs, hosted by Canadian Business for Social Responsibility and sponsored by Electronic Arts, Burnaby Board of Trade and Hemlock Printers.

In British Columbia, it is forecasted that the labour shortfall will be 350,000 workers over the next 12 years*. Leading organizations such as Electronic Arts, Burnaby Board of Trade and Hemlock Printers are looking at creative solutions to support and develop untapped workforces through their community investment activities. By going beyond traditional philanthropy, giving back to the local community can go hand-in-hand with developing a next generation of employees.

“Business has the skill and resources to make a real contribution to alleviating under-employment in marginalized populations. The direct interaction between business leaders and community members fostered by the Seeing is Believing program has inspired organizations to leverage their resources towards creative solutions,” said Adine Mees, President & CEO, Canadian Business for Social Responsibility.

Through this unique program, business leaders from BCAA, Ivanhoe Cambridge, QLT, Pacific Blue Cross and Radical Entertainment, amongst others, will discuss business’ contribution to solutions through the following two tours (details on each tour attached):

**Inspiring Youth and Raising Levels of Achievement - Sponsored by Electronic Arts
Wednesday, October 8, 2008**

**Workforce Integration for Burnaby’s Immigrant Community - Sponsored by Burnaby
Board of Trade and Hemlock Printers
Friday, October 10, 2008**

About CBSR: Seeing is Believing is a program of Canadian Business for Social Responsibility. Founded in 1995, CBSR 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 decision that improve performance and contribute to a better world.

About The Burnaby Board of Trade: The Burnaby Board of Trade is Burnaby's pre-eminent business association. Embracing diversity, we welcome organizations within all sectors and sizes of our global business community and foster a sustainable business environment by facilitating business success through networking, education, advocacy and economic development.

About Hemlock Printers: Hemlock is Western Canada's premier commercial sheetfed printer offering a full range of services through a main plant and a digital print division, both located in Burnaby, BC. With auxiliary sales offices in Victoria, Seattle, San Francisco and Monterey, Hemlock supports clients throughout North America with a focus on quality, integrity, innovation and professional service. Proud to be a socially and environmentally responsible company, Hemlock was the first printer in the Pacific Northwest to have obtained Forest Stewardship Council (FSC) Chain-of-Custody certification. Hemlock has also been named the Most Environmentally Progressive Printer in Canada at the Environmental Printing Awards for three years running.

About Electronic Arts: Electronic Arts Inc. (EA) is the world's leading interactive entertainment software company. Founded in 1982, the company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. EA's Community Relations program, called EA Outreach, has a strong tradition of supporting our community through educational and compassionate programs. The company employs the most creative, passionate people in our community and empowers those people to put that creativity and passion into action in the community.

For more information, contact:

Robyn Hall, Communications Manager
Canadian Business for Social Responsibility
416.703.7435, robyn@cbsr.ca

Inspiring Youth and Raising Levels of Achievement

Colin Macrae, Director Communications
Electronic Arts
604.657.0211, cmacrae@ea.com

Workforce Integration for Burnaby's Immigrant Community

Roley Chiu, Communications Co-ordinator
Burnaby Board of Trade
604.412.0100 ext 1, roley@bbot.com

Jamie Slade, Marketing Co-ordinator
Hemlock Printers
604.439.5004, jslade@hemlock.com

*David Akin. "Canada's top problem is filling labour shortage." The Globe and Mail. May 5, 2008.

Seeing is Believing

TOUR OVERVIEW: ELECTRONIC ARTS



www.cbsr.ca



INSPIRING YOUTH AND RAISING LEVELS OF ACHIEVEMENT OCTOBER 8, 2008

This Seeing is Believing tour, hosted by Electronic Arts, is focused on inspiring young people to make positive life choices – whether it’s motivating them to stay in school or helping guide them as they explore future career opportunities. Projects to be visited are those engaging with at-risk youth through mentorship, career exploration and job readiness support. Focus communities include Burnaby and Vancouver’s inner city.

Electronic Arts, through its EA Outreach program, supports educational and compassionate programs that reach out to young people in the area and inspires them to choose a career path, particularly in math, sciences and digital arts. The company also supports the creation of new education programs and initiatives that allow young people to explore their personal potential and fuel their career interest in technical and creative fields, with a focus on building diversity within the gaming industry.

“EA Outreach invests in a number of community-based programs that inspire and motivate youth,” said Evaleen Jaeger Roy, VP of Human Resources, Global Publishing and Community for Electronic Arts. “There’s an undeniable connection between youth and video games, and we leverage that connection to inspire young people to follow their dreams and pursue a career that matters to them.”

MEDIA OPPORTUNITY

When: 11:15am to 12:00noon

Location: Directions Youth Service Centre – 1134 Burrard Street, Vancouver

Tour Day Contact: Colin Macrae, Electronic Arts – 604.657.0211

TOUR HOSTS - ELECTRONIC ARTS

Rory Armes, SVP & Group GM
Evaleen Jaeger-Roy, VP Human Resources and Community
Wendell Harlow, EA Outreach Manager

CORPORATE ATTENDEES

Darcy Hausselman, Associate Director Community Investment, Bell Canada
Sylvia Iredale, Executive Director, Emily Carr Institute of Art and Design

COMMUNITY VISITS

Potluck Café Society
www.potluckcatering.com

Urban Native Youth Association

CBSR recognizes Coast Capital Savings and Vancouver Foundation for their contribution to the Seeing is Believing program.



Founding and Lead Partner



Supporting Partner

Paula Fellbaum, VP HR, Nexon Publishing North America
Linda Lupini, SVP HR, QLT
Kevin St George, President & CEO, Quality Move
Management
Kelly Zmak, President, Radical Entertainment
Paul Gertz, Executive VP, Rainmaker Entertainment
Rosie Steeves, Principal, The Refinery Leadership Partners
Andrea Southcott, President, TBWA Vancouver
Marty Hasslebach, Managing Director, Vancouver Film
School

www.unya.bc.ca

**Family Services of Greater
Vancouver – Directions Youth
Centre**

www.fsgv.ca

PLEA

www.plea.bc.ca

For more information on this media opportunity contact:

Robyn Hall, Communications Manager
Canadian Business for Social Responsibility
416.703.7435, robyn@cbsr.ca

Colin Macrae, Director Communications
Electronic Arts, 604.657.0211, cmacrae@ea.com

CBSR recognizes Coast Capital Savings and Vancouver Foundation for their contribution to the Seeing is Believing program.



Founding and Lead Partner

vancouver
foundation

Supporting Partner

Seeing is Believing



TOUR OVERVIEW: HEMLOCK PRINTERS AND BURNABY BOARD OF TRADE



welcoming. dynamic. global. sustainable.



WORKFORCE INTEGRATION FOR BURNABY'S IMMIGRANT COMMUNITY OCTOBER 10, 2008

- > In the city of Burnaby, 54.9% of the population are visible minorities compared to 16.2% for the rest of Canada.
- > Immigrants in BC are more likely to be university educated (40% versus 30% for Canadian born), but they earn an average of \$3000/year less than non-immigrant British Columbians.
- > 23.4% of immigrants have a "low-income" before tax vs. only 17.3% of non-immigrants.
- > Immigrant women have a workforce participation rate that is 6% lower than non-immigrant British Columbian women.

On this tour participants will visit three community organizations and meet with clients in employment support programs such as skills training, mentorship, and job placements. The objective of this tour is to deepen understanding of the barriers that exist for immigrants seeking employment and explore solutions and steps businesses can take to remove these barriers.

MEDIA OPPORTUNITY

When: 9:30am to 10:30am

Location: S.U.C.C.E.S.S. (Burnaby), 110/118 – 502 Kingsway, Burnaby, BC

Tour Day Contact: Roley Chiu, Burnaby Board of Trade – 604.412.0100 x1, 778.835.8228

TOUR HOSTS

Dick Kouwenhoven, President and CEO, Hemlock Printers and Darlene Gering, CEO, Burnaby Board of Trade

CORPORATE ATTENDEES

Dirk Odenwald, CFO, ABC Recycling
 Bill Bullis, President & CEO, BCAA
 Don Wright, President, BCIT
 Brad Alden, Publisher, Burnaby NOW
 Sav Dhaliwal, Councilor, City of Burnaby
 Len Klufft, Director of HR, Electronic Arts Canada Inc.
 Robert Meggy, President & CEO, Great Little Box Co.
 Ed Jaskula, GM, Hilton Vancouver Metrotown Hotel

COMMUNITY VISITS

Burnaby Family Life Association
www.burnabyfamilylife.org

S.U.C.C.E.S.S.
www.successbc.ca

Immigrant Services Society of BC
www.issbc.org

CBSR recognizes Coast Capital Savings and Vancouver Foundation for their contribution to the Seeing is Believing program.



Doug MacDougall, GM, Ivanhoe Cambridge Bala Naidoo, Investors Group Tom Babbs, Central Manager, Lougheed Town Centre Leza Muir, SVP, Pacific Blue Cross Dave Wood, Managing Partner, Sheldon Wood Creative	
--	--

For more information about this media opportunity contact:

Robyn Hall, Communications Manager
Canadian Business for Social Responsibility, 416.703.7435 ext 232, robyn@cbsr.ca

Roley Chiu, Communications Co-ordinator
Burnaby Board of Trade
604.412.0100 ext 1 or 778.835.8228, roley@bbot.ca

Jamie Slade, Marketing Co-ordinator
Hemlock Printers
604.439.5004, jslade@hemlock.com

CBSR recognizes Coast Capital Savings and Vancouver Foundation for their contribution to the Seeing is Believing program.



Founding and Lead Partner

vancouver
foundation

Supporting Partner

Seeing is Believing



PROGRAM OVERVIEW

ABOUT SEEING IS BELIEVING

Seeing is Believing is based on a simple principle: you can't solve a problem without seeing it. The program provides business executives with an opportunity to engage first-hand with community—to better understand social and environmental issues, and to look at new and expanded solutions.

The program's three focal areas are:

- > Homelessness and Employability
- > Opportunities for Children and Youth
- > Environmental Stewardship

Actions businesses have undertaken as the result of the program include:

- > Offering job coaching
- > Creating employment and work placements
- > Bringing business expertise and resources to community agencies
- > Purchasing through social enterprise
- > Investing in deprived areas as part of the core business

For more information about the Seeing is Believing Program and Canadian Business for Social Responsibility contact:

Wendy Campbell
Director, Member
Mobilization
604.323.2714
campbellw@cbsr.ca

HOW THE PROGRAM WORKS

Seeing is Believing – A CEO takes up to 12 senior executives on a half-day study tour of 3-4 community organizations. Delegates listen to personal stories from clients and learn about the urgent needs of marginalized people and the agencies that support them.

Individual and Collaborative Action – At the end of the tour, executives discuss how their business can take action, and explore potential opportunities to work collaboratively.

Network – Participants become part of the Seeing is Believing network showcasing responsible business leaders who continue to raise the quality of leadership, authenticity and innovation through exclusive events.

HISTORY

In 1990 the Seeing is Believing program was pioneered in the UK by HRH, The Prince of Wales as a practical way to bring corporate executives face-to-face with pressing social issues – and to help business leaders engage in innovative solutions. Today more than 5,000 business leaders have participated in over 400 visits to inner city schools, homeless hostels, prisons, housing estates and community organizations across the UK. CBSR, in global partnership with Business in the Community (the program's UK sponsor), brought the program to Canada in 2005. To date 88 Canadian executives have visited 19 community organizations.

The Seeing is Believing experience helps corporations create social and business value through strategic corporate-community engagement.

CBSR recognizes Coast Capital Savings and Vancouver Foundation for their contribution to the Seeing is Believing program.

