

MEDIA ADVISORY

CBSR Hosts 9th Annual Summit on Corporate Social Responsibility

Canadian Business as a Global Citizen: Social and Environmental Performance on the World Stage

TORONTO (September 19, 2011) – Canadian businesses continue to have international impact. Many Canadian companies operate abroad, supply chains extend outside Canada’s borders, companies contribute when disaster strikes overseas, and Canada has one of the most culturally diverse workforces in the world. But, how is Canada’s social and environmental performance perceived globally, and what actions are required to ensure a sustainable future?

This year’s annual summit on corporate social responsibility, themed *Canadian Business as a Global Citizen: Social and Environmental Performance on the World Stage*, addresses how corporate Canada is perceived around the world, and how these initiatives influence the bottom line, as well as, corporate Canada’s impact outside its own borders.

WHAT: CBSR’s 9th Annual Summit on Corporate Social Responsibility
Canadian Business as a Global Citizen: Social and Environmental Performance on the World Stage

WHEN: Thursday, October 26, 2010
11:30a.m – 6:30p.m.
Morning workshops - 8:00a.m. -11:30a.m.
Members of the media are welcome to attend all sessions.

WHERE: Hyatt Regency Hotel
370 King Street West,
Toronto, Ontario

WHO: The Summit will feature keynote speaker **Stephen Lewis**, Distinguished Visiting Professor, Ryerson University, Celebrated Humanitarian and Former UN Special Envoy for HIV/AIDS in Africa. Other speakers include:

- Andrew Heintzman, President, Investeco Capital Corp.
- Ross Gallinger, Executive Director, Prospectors and Developers Association of Canada (PDAC)
- Doug Miller, Chairman, GlobeScan (Panel Moderator)
- Janet Longmore, President & CEO, Digital Opportunity Trust
- Jean-François Gascon, Vice President, Capacity Building, SNC-Lavalin Group
- Jim Harris, Consultant and Author (Panel Moderator)
- Dr. Michael Schull, Chair, Dignitas International
- Mark Lee, Executive Director, SustainAbility
- Signi Schneider, Chief CSR Advisor, Environment and Corporate Responsibility, Export Development Canada
- Adine Mees, President & CEO, Canadian Business for Social Responsibility



Canadian Business for Social Responsibility

Through a series of panel sessions, presentations and facilitated table discussion, conference attendees will focus on topics including:

- When the Bottom Line isn't enough;
- Corporate Canada's Responsibilities in Developing Nations; and
- Canada on the World Stage: Leader or Laggard?

Attendees will also have a chance to take a deeper look at key global CSR issues by attending one of three optional morning workshops.

About the CBSR Annual Summit

Now in its ninth year, the CBSR Annual Summit is Canada's premier conference on Corporate Social Responsibility (CSR). 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: www.cbsr.ca/summit. To follow Summit news on Twitter, use the hashtag #CBSRSummit9.

2011 Summit Sponsors: Pacific Rubiales Energy, Export Development Canada, Cameco Corporation, Catalyst Paper Corporation, DeBeers Canada, Cenovus Energy, New Gold Inc., Sustainable Forestry Initiative, Bullfrog Power, Hunter Dickinson Inc., Enbridge, Farm Credit Canada, Pinchin Environmental, 3BL Media, Hill & Knowlton Canada

About Canadian Business for Social Responsibility

Founded in 1995, Canadian Business for Social Responsibility (CBSR) is a non-profit, member-led organization that works with Canadian companies to improve their social and environmental performance. The globally recognized source for corporate social responsibility in Canada, CBSR is the Canadian representative in a world-wide network committed to corporate social responsibility.

For more information please visit www.cbsr.ca.

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

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