

MEDIA ADVISORY

CBSR Hosts 7th Annual Summit on Corporate Social Responsibility

National business leaders convene on the transformational leadership required to advance their social, environmental and financial performance

TORONTO (October 19, 2009) – Media are invited to attend the 7th Annual Summit on Corporate Social Responsibility organized by Canadian Business for Social Responsibility (CBSR) on Thursday, November 5th, 2009 at the Fairmont Royal York Hotel in Toronto.

While corporate social responsibility (CSR) isn't new in 2009, experts at CBSR agree that today's companies need to take a closer look at their long-term risks and opportunities to determine how they can become more competitive by improving their financial, social and environmental performance.

This year's Summit, themed *Transformational Corporate Social Responsibility: The Next Wave of Business Leadership, Innovation and Performance* will highlight new, creative ideas to transform business and propel companies into the post-recession economy. Through a series of panel sessions (including a CEO panel), presentations and interactive discussions, conference attendees will focus on topics including leadership, people and product innovation, as well the future role of government in driving socially responsible practice.

The Summit will also feature many leading Canadian and international business executives and experts, including luncheon keynote speaker John Ruggie, United Nations Special Representative on Business and Human Rights.

WHAT: CBSR's 7th Annual Summit on Corporate Social Responsibility
*Transformational Corporate Social Responsibility:
The Next Wave of Business Leadership, Innovation and Performance*

WHEN: Thursday, November 5, 2009
7:45 a.m. – Registration
8:30 a.m. – Opening remarks and start of conference
5:30 p.m. – Conference adjourns

WHERE: Fairmont Royal York
100 Front Street West, Toronto

WHO: Featured speakers include:

Ray Anderson, Founder and Chairman, Interface Inc.
Jeffery Hollender, Chair and Chief Inspired Protagonist, Seventh Generation
Dr. John Ruggie, United Nations Special Representative on Business and Human Rights

- Elyse Allen, President & CEO, GE Canada
- David Labistour, CEO, Mountain Equipment Co-op
- Pietro Satriano, CEO, Loyalty Group Canada / Air Miles
- Gerald Butts, President & CEO, WWF-Canada
- Tom Heintzman, CEO and Co-founder, Bullfrog Power
- Dani Reiss, President & CEO, Canada Goose
- Justin Trudeau, MP, Papineau
- Laurel Broten, MP, Lakeshore-Etobicoke
- Jeffrey Simpson, National Affairs Columnist, Globe and Mail
- Bob Willard, Author of *The Sustainability Champion's Guidebook*



Canadian Business for Social Responsibility

About the CBSR Annual Summit

Now in its seventh year, the CBSR 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: www.bit.ly/CBSRSummit

2009 Summit Sponsors: Bullfrog Power, Cameco, Canadian Tire, Carbon Neutral Company, Export Development Canada, Hill & Knowlton Canada, Hunter Dickinson, Loblaw, Nexen Inc., and Turning Technologies Canada.

About CBSR

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 decisions that improve performance and contribute to a better world. 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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