



CANADIAN BUSINESS
FOR SOCIAL RESPONSIBILITY

MEDIA ADVISORY:

Alterna Savings' CEO leads corporate tour aimed at increasing employability and economic independence for women

Toronto, Ontario, November 17, 2008 – Alterna Savings' President and CEO, John Lahey will be leading the 2008 Toronto CBSR Seeing is Believing Tour on November 20, 2008.

Media are invited to join the tour when it stops at *Sistering: A Woman's Place* and meet Executive Director Angela Robertson and program participants. The tour offers participating business leaders the opportunity to deepen their understanding of the complex roots of women's poverty and ways to break the cycle through enhancing financial knowledge; improving access to credit; and increasing access to training, job placements and business development support.

The CBSR Seeing is Believing Tour is unique because it offers business leaders the chance to hear from the people on the front lines of society's most pressing social issues. At the end of the half-day event, participants will spend time discussing ways to leverage their operations and resources to better support economic independence for women.

What: 2008 Toronto CBSR Seeing is Believing Tour

When: Thursday, November 20, 2008
10:45 am – 12:00 pm

Where: Sistering: A Woman's Place
962 Bloor St. West (at Dovercourt)

Media will meet the tour at reception.

Who: John Lahey, President & CEO, Alterna Savings
Kimberley Ney, SVP Marketing, Communications and CSR, Alterna Savings

Rupert Duchesne, President & CEO, Aeroplan
Alaina MacKenzie, Medavie Blue Cross
Chris Poole, Partner, Cambridge Management Planning
Omar Tucci, Partner, Deloitte & Touche LLP
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