

MEDIA ADVISORY

CBSR Hosts 8th Annual Summit on Corporate Social Responsibility

Canada's business leaders convene to discuss collaboration for sustainable change.

TORONTO (September 21, 2010) – As companies around the globe work to embed sustainability into their corporate cultures, collaboration is emerging as a key lever for addressing these complex challenges.

This year's Summit, themed *Collaborating for Sustainable Change*, will highlight how Canadian businesses can address their CSR challenges through collaboration with internal and external partners, driving improved performance and innovation.

WHAT: CBSR's 8th Annual Summit on Corporate Social Responsibility
Collaborating for Sustainable Change: New Approaches to Accelerate Innovation

WHEN: Thursday, October 21, 2010
8:30a.m – 5:15p.m.
Members of the media are welcome to attend all sessions.

WHERE: Le Meridien King Edward Hotel
37 King Street East, Toronto

Through a series of panel sessions (including a CEO panel), presentations and interactive discussions, conference attendees will focus on topics including: shaking up traditional business practices; new models for working with external stakeholders; and, tapping into grassroots employee energy.

The Summit will feature many leading Canadian and international business executives and experts, including Dr. Karl Henrik Robèrt, Founder of The Natural Step and Dr. Graham Baxter, Acting CEO, International Business Leaders Forum. Other featured speakers include:

- Claude Ouimet, Senior Vice President & General Manager, InterfaceFLOR Canada and Latin America (Summit Chair)
- Jose Francisco Arata, President and Executive Director, Pacific Rubiales Energy Corp.
- Tim Brown, President and CEO, Nestlé Canada
- Tania Carnegie, National Director, Community Leadership, KPMG Canada
- Robert Dutton, President & CEO, RONA Inc.
- Dr. Rafi Hofstein, President & CEO, MaRS Innovation
- Nikos Koumettis, President, Coca-Cola Canada
- David Labistour, CEO, Mountain Equipment Co-op
- Avrim Lazar, President and CEO, Forest Products Association of Canada
- Nicholas Parker, Executive Chairman, Cleantech Group
- Mike Pedersen, Group Head, Corporate Operations, TD Bank Financial Group
- Andrew Pelletier, Vice-President of Corporate Affairs & Sustainability, Wal-Mart Canada
- Brenda Stasuik, Director, Corporate Social Responsibility, Farm Credit Canada
- Barbara Turley-McIntyre, Director of Sustainability and Corporate Citizenship, The Co-operators Group Limited
- Jean Vavrek, Executive Director, Canadian Institute of Mining, Metallurgy and Petroleum



Canadian Business for Social Responsibility

About the CBSR Annual Summit

Now in its eighth 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.cbsr.ca/summit

2010 Summit Sponsors: AstraZeneca, Cenovus Energy, Sustainable Forestry Initiative, TD Canada Trust, Bullfrog Power, The Co-operators Group Limited, Hunter Dickinson, InterfaceFLOR, Loblaw Companies Limited, Pinchin Environmental, Turning Technologies Canada, Talisman Energy, 3BL Media, Encana Natural Gas, Hewitt Associates, 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 mobilized Canadian companies to make powerful decisions that improve performance and contribute to a better world.

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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