

News Release

For immediate release

Election of the new AAPQ Board of Directors

Sébastien Fauré is elected Chairman at the General Annual Meeting of members held last Wednesday, October 17

Montreal, Thursday, October 18, 2007 – Many new members were elected to the AAPQ 2007-2008 Board of Directors which comprises: **Sébastien Fauré** (*bleublancrouge*) Chairman, **Benoit Cartier** (*Cartier Communication Marketing*) incumbent Vice-president, **Dominique Label** (*Cossette Communication Marketing*) Vice-president, **Nicolas Cazalais** (*Kolegram*) Secretary-treasurer, **Daniel Demers** (*Ogilvy Montréal*) outgoing Chairman, **André Beauchesne** (*TANK*), **Jacques Chalifour** (*Zoum Armada*), **André Lachance** (*Enterprise JWT*), **Raymonde Lavoie** (*DesArts Communication*) and **Daniel Rabinowicz** (*Taxi Montréal*).

“It is a great honour for me to preside over AAPQ’s Board of Directors. But it is also a great pleasure for me to actively participate, with the help of its permanent staff, in the enhancement of the advertising produced by Quebec’s creative work and strategy specialists”, says Sébastien Fauré, AAPQ’s new Chairman and *bleublancrouge*’s Senior Partner and President.

At the General Annual Meeting, Daniel Demers, AAPQ’s outgoing Chairman and President and CEO of *Ogilvy Montréal*, reviewed the two years he spent as AAPQ’s Chairman. “The last two years confirmed and reinforced the association’s vitality regarding the service offer and the enhanced representation. Thanks to the commitment and dedication of its members, our association can pride itself on being in very good health”.

That said, several Board members, having completed their 2-year and more term, have decided to pass on the torch to new members. AAPQ wishes to thank them for their dedication and commitment during those years. A special thanks to **Gregor Angus** (*Cossette Communication Marketing*), **René Leclerc** (*Palm Arnold Communication*), **Brigitte Mittelhammer** (*Tam-Tam\TBWA*), **Yves Léveillé** and **François Poulin** (*2B*), and **Louis-Éric Vallée** (*Saint-Jacques Vallée Young & Rubicam*).

Created in 1988, AAPQ’s 55 member agencies presently account for more than 80% of all advertising agency revenue in Quebec. Aware of the industry’s issues and the best interests of its members, AAPQ is committed to represent them and to provide actual decision makers as well as the next generation of advertising practitioners with tools and working conditions that will allow our industry to successfully assume new challenges.

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Encl.: Picture of AAPQ’s new Chairman at the General Annual Meeting.