



Press Release

Embargo – Monday, February 11, 2008

**Défi BEC 2008 unveils its spokesperson: Maryse Chartrand, producer of the documentary « Le Voyage d'une vie »**

*She will be present at the information session, Wednesday, February 13<sup>th</sup> at 5:30 pm.*

**Montreal, Monday, February 11, 2008** – The Association of Quebec Advertising Agencies (AAPQ) and the *Bénévolat d'entraide aux communicateurs* (BEC) are proud to announce the participation of Maryse Chartrand as spokesperson for *Défi BEC 2008*. This fundraising activity will bring fifteen (15) members of the communications marketing industry to travel to Peru in September.

Producer of the documentary « *Le Voyage d'une vie* » and a professional from the communications and advertising field, Maryse Chartrand has worked at *Enterprise JWT*, *Morrow* and *Cossette Communication-Marketing*. Today, she invites the industry to participate and support *Défi BEC 2008*. The goal of this project is to broaden the awareness of BEC; as the only industry organisation that provides free and confidential services in the areas of personal, family and career counselling as well as short-term financial support.

"For the participants, it is a great personal challenge which expresses both commitment to one self but also to the industry. This adventure is a wonderful initiative that will educate the people of the industry about BEC and its services, which are always available when a difficult situation occurs," says Mrs Chartrand. "We should all be spokespersons for this project to help promote the cause," she adds.

**Mark your calendar – Information Session, the 13<sup>th</sup> of February**

All interested in the *Défi BEC 2008* are invited to assist to the session.

**When**

- Wednesday, February 13, 2008 at 5:30 p.m.

**Where**

- Cossette Communication-Marketing, 2100 Drummond St., Montreal (Peel Station).

**Program**

- *Défi BEC 2008* Project Presentation
- A word from the spokesperson
- Presentation of Mr. André Trottier (*Aventuriers du monde*) on a similar expedition, which took place two years ago, and presentation of a video of the trek.
- Presentation of the suggested training program for the *Défi BEC 2008*
- Questions period

Places are limited. It is recommended to RSVP early by contacting the AAPQ at (514) 848-1732 or by email at [info@defibec.org](mailto:info@defibec.org). For more information, please visit [www.defibec.org](http://www.defibec.org).

### **About BEC**

Launched in 2004, BEC - Bénévolat d'entraide aux communicateurs - is the Quebec chapter of NABS - The National Advertising Benevolent Society. As an initiative of the advertising and communication industry, BEC provides industry professionals free and confidential counselling services and financial assistance in times of need. BEC partners with Family Services Employee Assistance Programs (FSEAP), to provide qualified counsellors throughout Quebec, to help individuals and dependent family members. A toll-free HELPLINE is available year-round for those in need of immediate support (1-888-355-5548). For further information, please visit: [www.bec-nabs.org](http://www.bec-nabs.org) or email [bec@nabs.org](mailto:bec@nabs.org).

### **The Association of Quebec Advertising Agencies**

Created in 1988, AAPQ has a membership of more than 55 agencies which generate more than 80% of the advertising revenues of Quebec agencies. Its mission is to enhance the quality of advertising and create awareness in the general public regarding the role played by agencies in marketing communications. The Association also invests in training the next generation of practitioners so they can increase their knowledge and perfect their skills in order to develop a product that is ever more creative and strategic, and that will allow them to remain competitive in international markets.

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### **Information and interview requests:**

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