



News for Immediate Publication Release

The Association of Quebec Agencies

Gomery Inquiry:

The Association of Quebec Advertising Agencies objects to any in-camera testimony and any publication ban

Montreal, March 21, 2005 – The Association of Quebec Advertising Agencies (AAPQ) deems essential that the public and the media be able to make a clear distinction between the honest and legitimate members of the Quebec advertising industry and the individuals involved in the sponsorship scandal. The Association therefore objects to the request for in-camera testimony and a publication ban tabled by the individuals summoned to appear before the Gomery Inquiry. As for the publication ban, in the event the Commissioner were to decide to restrict coverage of the audiences, such restrictions should be as limited as possible.

“The reprehensible actions of a handful of people have tarnished the good reputation of the Quebec advertising industry and its practitioners as a whole,” says Yves St-Amand, President of the AAPQ, “It is our belief that justice will be better served if the Commission publicly exposes those who are solely responsible for the outrageous waste of taxpayers’ money.”

Quebec advertising agencies collectively employ over 3,500 professionals and represent a contribution of over \$ 350 million to the Quebec economy. Some thirty of these agencies, responsible for 75% of the industry’s total revenues, have joined together in the Association whose goals are to defend the industry’s interests, to contribute to the overall improvement of advertising in Quebec, to generate public awareness of the importance of the role of advertising agencies as well as define the rules of an advertising code of ethics.

“We encourage the Commission to pursue its mandate of publicly uncovering the fraudulent and shady dealings that have tainted the reputation for high integrity of our industry,” concludes the AAPQ’s president.

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Source:

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