



PRESS RELEASE
For immediate release

An enormous loss for the communication milieu

The death of Yves St-Amand

Montreal, May 3, 2005 – Mr. Yves St-Amand has left us prematurely, leaving behind him a tremendous void among his many friends and colleagues, as well as for the communications industry as a whole. Only 51 years of age, his heart stopped beating during the evening of May 1, 2006.

A public relations and industrial relations graduate of Laval University in 1977, Yves acquired a wealth of experience over the years, working, among other employers, for Bell Canada, Bell Helicopter and Textron Canada. He was also one of the partners and principals of public relations firm BDDS, afterward known as BDDS Weber Shandwick.

A pillar of his industry and an engaging personality, during his career, Yves accepted among other appointments the presidency of the Société des relationnistes du Québec (SRQ), as well as that of the Canadian Public Relations Society (CPRS). He was only the third Quebecer to be awarded the title of fellow by the CPRS, the highest distinction in this domain.

Over the course of his career, Yves was awarded many honours and prizes. The SRQ for one marked his significant contribution to the practice of public relations by awarding him its *Grand Prix Équinoxe 2005*. As co-author of *Les relations publiques dans une société en mouvance*, Yves was awarded the Pricewaterhouse Coopers 1999 Prize for the Business Book of the Year remitted by the Ordre des administrateurs agréés du Québec.

A teaching assistant at Université du Québec à Montréal (UQÀM) since 1998, Yves was a past vice-president of the Conseil de l'industrie des communications du Québec (CICQ).

A reputed PR practitioner, an initiator of many projects, Yves was an earnest participant in many causes. Crisis management, major events management, Yves was undoubtedly an example for many communication practitioners.

Since his arrival in September 2003 at the Association of Quebec Advertising Agencies (AAPQ), he proved to be a breath of fresh air in the advertising industry. Those who had the good fortune of collaborating with him can attest to his tremendous value, his dynamism and especially his love of life. A friend to all, Yves was a go-getter. That is why we will continue his work by applying ourselves to perform in the fashion that he would have liked us to do so.

*“L'importance de la vie
Ce n'est pas sa durée
C'est son usage.”*

- Boileau

For those who would like to pay their final respects, Yves' family will be accepting condolences this Friday, May 5, 2006, at 1 p.m. at St. Joseph de St. Hyacinthe Church (885 St-Pierre West Street, St. Hyacinthe). The funeral service will follow at 2 p.m.

Instead of flowers, a donation to the Mental Illness Foundation, of which Yves was a member of the board of directors since 1985, would be appreciated. A donation form can be downloaded directly from their Web site at www.fmm-mif.ca.

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Information :

Daniel Demers
President, Ogilvy Montreal
Chairman of the Board of Directors
Association of Quebec Advertising Agencies
(514) 861-1811

Marie-Luce Ouellet
Consultant and communications coordinator
Association of Quebec Advertising Agencies
(514) 848-1732
ml.ouellet@aapq.ca
www.aapq.ca