

MEDIA ADVISORY



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Laurier announces Canada's first chair in brand communication

WATERLOO – On Wednesday, June 15, Wilfrid Laurier University will announce Canada's first Chair in Brand Communication. Please join us as Laurier President Max Blouw announces who will hold this prestigious position.

Formal remarks will be made by Blouw, as well as Bill Banks, acting dean, Laurier School of Business & Economics; Ginny Dybenko, executive – strategic initiatives; Rupert Brendon, president and CEO, Institute of Communications and Advertising.

What: Announcing Canada's first Chair in Brand Communication education at Wilfrid Laurier University

When: Wednesday, June 15, 4 p.m. to 6 p.m. Formal remarks begin at 4:45 p.m.

Where: TMX – The Exchange Tower, 130 King Street West, Toronto, Ontario

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