

May 1, 2018

## CIRI and Business Wire Reaffirms Partnership for Eighth Consecutive Year

TORONTO, Canada – The Canadian Investor Relations Institute (CIRI), Canada’s national association representing investor relations professionals, is pleased to announce that Business Wire will continue as National Strategic Partner for the eighth consecutive year. This ongoing partnership demonstrates Business Wire’s dedication to supporting the association’s efforts in advancing the investor relations profession.

“Business Wire’s continued support of CIRI at such a meaningful level underscores their commitment to and respect for the investor relations industry in Canada,” said Yvette Lokker, President & CEO, CIRI. “The opportunity to work with a key industry service provider such as Business Wire allows CIRI to continue to advance the practice and credibility of the investor relations profession.”

“Business Wire is a strong proponent of investor relations best practices, education efforts and networking opportunities provided by CIRI,” said Greg Blazina, Business Wire Regional Manager, Canada. “Now in our tenth year directly serving the Canadian market, Business Wire maintains its steadfast commitment to Canadian investor relations practitioners, regulatory disclosure services and the overall evolution of the investor relations community.”

CIRI launched the National Strategic Partner program in 2004. Business Wire came on as a National Strategic Partner in 2011. CIRI offers several levels of sponsorship including National Strategic Partner, Platinum, Gold and Silver. For more information on CIRI sponsorship, [click here](#).

### About CIRI

[CIRI](#) is a professional, not-for-profit association of executives responsible for communication between public corporations, investors and the financial community. CIRI contributes to the transparency and integrity of the Canadian capital markets by advancing the practice of investor relations, the professional competency of its members and the stature of the profession. With close to 500 members and four Chapters across the country, CIRI is the voice of IR in Canada. For further information, please visit [CIRI.org](#).

### About Business Wire

Business Wire, a [Berkshire Hathaway](#) company, is the global leader in [press release distribution](#) and [regulatory disclosure](#). Investor relations, public relations, public policy and marketing professionals rely on Business Wire to accurately distribute market-moving news and multimedia, host [online newsrooms](#) and [IR websites](#), build [content marketing platforms](#), generate social engagements and provide audience analysis that improves interaction with specified target markets. Founded in 1961, Business Wire is a trusted source for news organizations, journalists,



Canadian Investor Relations Institute  
Institut canadien des relations avec les investisseurs

investment professionals and regulatory authorities, delivering news directly into editorial systems and leading online news sources via its multi-patented NX Network. Business Wire has 29 offices worldwide to securely meet the varying needs of communications professionals and news consumers.

Learn more at [services.BusinessWire.com](http://services.BusinessWire.com) and [Tempo](#), the Business Wire resource for industry trends; follow updates on Twitter: [@businesswire](#) or on [Facebook](#).

**[Click here to subscribe to Mobile Alerts for Business Wire.](#)**

## **Contacts**

Canadian Investor Relations Institute

Yvette Lokker

President & CEO

(416) 364-8200

[ylokker@ciri.org](mailto:ylokker@ciri.org)

or

Business Wire

Greg Blazina

Regional Manager, Canada

(416) 593-0208 x227

[greg.blazina@businesswire.com](mailto:greg.blazina@businesswire.com)