



NEWS RELEASE

Like Father Like Daughter!

Vancouver, BC, June 13, 2002 – Like her father in 1977, North Vancouver's Theresa Mackay, Senior Marketing Manager at HSBC Bank Canada, has been elected President of the BC Chapter of the American Marketing Association (BCAMA). Mackay's naming comes 25 years after her father, Vancouver advertising lawyer Bob Mackay, held the same position.

The award-winning chapter also announced the 2002/03 Board of Directors. Representing the Lower Mainland marketing and business community, the board is responsible for the development of marketing knowledge through events and forums.

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The BCAMA is the cornerstone association for the marketing community in Vancouver. "Thanks to strong programming, such as the recently sold-out Vision marketing conference, board talent and support from the marketing community, we are more set than ever this year to bring local marketers the best and the brightest minds for their continuing education", says Theresa Mackay, BCAMA President.

The BCAMA's first event will be the "Marketer of the Year" which will take place September 25, 2002 at the Westin Bayshore. Tickets can now be purchase online at www.bcama.com where the winner will be announced in early September.

Regarded as one of the best chapters in North America, the BCAMA has won the International Chapter of the Year award in 1995, 1996 and Chapter Excellence in 1997.

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For more information, please contact:

Marshall Stern
BCAMA Marketing Communications Director
Tel: 604-684-6359
Email: marshall@signsnowyaletown.com