



NEWS RELEASE

BCAMA Announces NABS as Charity of Choice

Vancouver, BC, March 17, 2003 – The BC Chapter of the American Marketing Association (BCAMA) is pleased to announce The National Advertising Benevolent Society (NABS) as their official charity of choice. “We look forward to adding initiatives that will help this worthwhile charity assist marketing communications industry people in need”, said BCAMA President Theresa Mackay.

“This is excellent news,” said NABS West General Manager Michael Godin. “We are very pleased with and grateful for the decision of the BCAMA Board of Directors. We look forward to working closely with the BCAMA Board and the BC marketing community to raise awareness in helping others in our industry.”

The National Advertising Benevolent Society is a non-profit organization that was established to assist people in the advertising industry and related businesses who need help due to illness, injury, unemployment, substance abuse or financial difficulties.

The AMA is one of the largest marketing associations in the world with over 90 chapters and 50,000 members. The association provides an educational and social forum for marketers and is open to anyone involved in the marketing industry. With more than 400 professional and student members, the BC Chapter is the cornerstone association for the marketing community in Vancouver.

For more information about NABS, visit www.nabswest.org. For more information on the BCAMA, visit www.bcama.com.

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