NABS News Release

**NABS Canada expands service offering with new digital counselling service – LifeSpeak On Demand.**

*Growing needs for personal and workplace counselling fuel launch of new online advice library for industry members.*

**Toronto, May 12, 2014** – The National Advertising Benevolent Society today announced the launch of LifeSpeak On Demand, a new, digital library and counselling service geared to the growing counseling and advice needs of the Canadian marketing and communications industry. The LifeSpeak On Demand series offers 9 volumes (54 English or French videos) on topics related to physical & mental health, personal growth & relationships, parenting and eldercare. These short videos can be viewed at any time 24 hours a day, 7 days a week, from work or home, on desktop or mobile devices. All content features renowned experts and clinicians, and is tailored for short, in-depth subject exploration. Content will be REGULARLY updated to match the interests and needs of the NABS community.

Viewers will also be able to sign up for the complimentary LifeSpeak 2.0 - Ask the Expert, a monthly LifeSpeak-moderated web chat with a renowned expert. This is an online tool to get questions answered from a subject-matter expert.

Participants can also access the NABS helpline directly from the application, in cases where further counseling may be required. Online chat and telephone counselling options are available.

The project has been funded in part by a seed capital donation from the Ad Club of Toronto.

“We are now reaching people where they PREFER TO communicate and interact,” stated Manuela Yarhi, NABS Executive Director. “From a professional development and industry well-being perspective, this is a major opportunity for NABS to POSITIVELY impact hundreds more people seeking help.”

“This is the answer for people reticent to phone our helpline, or who feel their problem is ‘too small’ “ added Louise Berube, NABS Director of Allocations and Services. “It is 100% private AND CONFIDENTIAL AND CAN BE ACCESSED BY USERS ON THEIR own time and in THEIR own SPACE. Sometimes some reassuring ADVICE is all it takes.”

To access LifeSpeak On Demand, industry members simply go to [www.nabs.org](http://www.nabs.org) and click on the LifeSpeak icon.

In 2013, NABS impacted the lives of close to 1100 individuals and families through its helpline, counseling and financial support services. In addition, dozens benefitted from new Stress Workshops, career networking groups and Power Up Your Personal Brand training.

**ABOUT NABS CANADA**

NABS.org is the only charitable group in Canada set up exclusively to provide assistance to people in the marketing and communications industries who may need help due to illness, injury, unemployment or financial difficulties. NABS services include a national toll-free confidential counseling HELPLINE (1-888-355-5548) and personal and career counselling as well as financial assistance. NABS is 100% industry supported, and has chapters in B.C., Alberta, Ontario and Quebec, providing services in all provinces.

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