**National Advertising Benevolent Society Announces Norman Vidler Memorial Fund for the Broadcast Industry in Canada**

*The Slaight Family Foundation commits a generous donation of $250,000 over the next five years, with $50,000 on an annual basis, to celebrate and commemorate Norman Vidler a.k.a Gary Russell, his life and industry contributions*

**Vancouver, B.C., March 16, 2016 –** The National Advertising Benevolent Society (NABS) is pleased to share the inception of the Norman Vidler Memorial Fund in thanks and gratitude to an extremely generous donation by The Slaight Family Foundation in Norman (Gary) Vidler’s name.

"Gary Russell spent 16 years with Standard Broadcasting. Both Allan and I can attest to his contribution to the ultimate success of the Standard radio properties in Ottawa, Calgary and Vancouver and we sincerely feel Gary deserves to be recognized and remembered. The Slaight Family Foundation is proud to have his name attached to this annual legacy grant to NABS," said Gary Slaight, President and CEO, The Slaight Family Foundation.

“NABS was an organization that was close to Norm (Gary’s) heart, in fact, he interviewed and inspired me to join NABS almost six years ago,” said Loraine Brown, West-Regional Director, NABS. “We’ve been impacted by industry angels who emerge without warning, showing us their kindness, generosity, and keen desire to help NABS succeed. Norm (Gary) was one of those angels, and because of the generosity of The Slaight Family Foundation, and his dear friend Gary Slaight, his legacy and voice will live on, supporting Broadcast industry professionals across Canada.”

Norm (Gary’s) contributions as a broadcaster spanned more than four decades with positions that had him crossing the country. Getting his start through brother Chuck McCoy with on-air work, he then embarked on a successful career in programming and management with Moffat Communications and Standard Broadcasting. Norm (Gary) was known as a champion and supporter of on-air talent and managers, always inspiring confidence in those he worked with. He also served on the Boards of many distinguished industry associations such as BBM, BCAB and NABS West. In 2007, Norm (Gary) retired from his role as General Manager of Standard Broadcasting’s CISL/Z-95 in Vancouver, and in 2008 he was inducted into the Canadian Association of Broadcasters Hall of Fame.

"On behalf of Norm (Gary's) wife Joan and his family, my brother Jeff and I, as fellow Broadcasters and brother of Norm (Gary) Vidler, express our sincere gratitude that this generous gift from the Slaight Family Foundation will live on as a "legacy" to Norm (Gary) and to the overall contribution he made to Canadian Broadcasting during his lifetime," said Chuck McCoy.

NABS will be the beneficiary of an annual donation from The Slaight Family Foundation of $50,000 over the next five years, to provide custom programs and support to people from the Broadcast industry across Canada. For over 32 years, NABS has been providing customized care and support to Broadcast, Media, Advertising and Marketing professionals in Canada.

**About NABS Canada**

The National Advertising Benevolent Society (NABS), a dynamic support system for all Canadian professionals in the Broadcast, Media, Advertising and Marketing industry facing personal, career and family challenges due to illness, injury, unemployment or financial difficulties. For more information on NABS, please visit [www.nabs.org](http://www.nabs.org).

**About The Slaight Family Foundation**

Established in 2008, The Slaight Family Foundation supports projects related to health care, social service initiatives, arts and culture. The Foundation is particularly supportive of projects that help at risk or disadvantaged youth. To date, the Slaight Family has supported over 100 projects within Canada and overseas, assisting at-risk youth, supporting various health research initiatives, encouraging new works of art and providing bursaries and endowment for students in need of financial support to continue their studies.

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