



Jeremy Gayton elected as Chair of NABS Canada's Board of Directors

Ig2 Toronto President will now lead the Board of Directors at the National Advertising Benevolent Society of Canada.

Toronto, ON, November 1, 2016 – The National Advertising Benevolent Society of Canada (NABS) is pleased to announce that Jeremy Gayton has been elected as chair of *NABS Canada's* Board of Directors. His three-year term is effective immediately.

Jeremy has been the President of advertising agency Ig2 Toronto since 2014. Prior to that Jeremy spent 12 years at TAXI in numerous leadership roles including its Canadian President, and Chief Development Officer. He began his career in 1996 at Grey Canada. Jeremy is a proven leader who brings a wealth of experience to NABS Canada's Board of Directors. In addition to his presence in the marketing and communications industry, Jeremy is a member of the Board of Covenant House Toronto, and Chair of its fundraising committee.

"NABS is an organization whose sole mandate is to support the people in our industry when they need it most. I consider it a great responsibility and privilege to be a part of the NABS team in ensuring that our services are accessible and relevant to the people who need our help," says Jeremy.

NABS Canada has been serving individuals in the marketing and communications industry since 1983. They provide a circle of customized care that includes financial and credit counselling, guidance in accessing government funding, personal counselling, career counselling, and specialized skills training. NABS Canada works with a confidential, national team of volunteers from our industry who give tirelessly to the cause, to rally around all people requiring help. The organization undertakes major fundraising events across the country, conducts a year 'round media sale and relies on the generosity of over 600 donors to sustain its services and their evolution.

Board members are nominated by their peers. The board of directors includes the following:

Jeremy Gayton, board chair

Angele Levesque, market development

Julie Myers, media sale

Brian Pearman, governance

Sylvain Pereira, director at large (BEC)

Heather Purcell, treasurer

Tom Shipman, director at large (NABS west)

David UK, director at large

Dominique Vibien, fundraising

Marie-Josée Vinet, marketing and communications

John Wright, planning and strategy



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ABOUT NABS CANADA

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

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Visit <http://nabs.org/> for more information.

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