



nabs-bec Canada continues to evolve to meet the growing needs of our community

Mark Neves promoted to Director of Central; four new Board Members added



Toronto, January 15, 2018 - nabs-bec Canada is pleased to announce the promotion of Mark Neves to Director, nabs Central Region. In making the announcement, Jay Bertram, Executive Director of nabs-bec Canada stated, "Mark's intelligence, drive and passion for nabs-bec made him the perfect candidate to fill this new position. Over the past four years, Mark has made increasingly significant contributions to nabs-bec, including managing nabs-bec's largest source of revenue, the nabs-bec Media Sale, leading and mentoring the Ambassador Committee program and events, leading and executing the implementation of nabs-bec online donation platform, building industry partnerships, developing fundraising events including two climbs of Mt. Kilimanjaro, Golf, and securing corporate donations to name a few."

Bertram went on to say, "Mark will play a key role in helping to broaden nabs-bec's purpose and presence in the Central Region as well as manage other national projects. Mark will also be

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responsible for attracting and connecting the new employees in our industry, to nabs-bec's expanding programs and services."

"I'm excited about this new opportunity and the challenges that lie ahead. 2018 is our 35th year and we have a full marketing calendar of activities planned for nabs-bec designed to raise awareness and engagement in the very critical work that nabs-bec does for our community, from the start of their career until the twilight of their career and beyond," said Mark.

In addition, Bertram announced with nabs-bec's Chair, Jeremy Gayton (President and Partner of Ig2 Toronto), the addition of four new National Board members. Perry MacDonald, Senior Vice President of Bell Media, Kate Torrance, Director of Integrated Brand Marketing at SickKids Foundation, Rosetta Heckhausen, past Publisher of the Applied Arts Magazine, and Joan Brehl, Vice President & General Manager of Alliance for Audited Media all joined the nabs-bec Board effective January 1st, 2018.

These key additions fill positions left open by other members who completed their terms on nabs-bec's Board of Directors earlier in 2017. The Board remains at 10 volunteers.

Gayton commented, "These tremendously talented Board additions, are further evidence of nabs-bec's commitment to our industry and to ensure nabs-bec is there to support the health and well-being of our industry's human capital. This year is an important year for nabs-bec. I'm very excited about the future of nabs-bec Canada.

About nabs-bec Canada

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nabs-bec is a unique not for profit charity specifically designed to support the health and well-being of all individuals in the media, marketing and communications industry. Our services are confidential, professional and free. Our source of funding is from the media sale, generous personal & corporate donations and funds raised at industry charity events. Last year nabs-bec supported close to 3000 individuals and their families.

nabs-bec services include a national toll-free counseling HELPLINE (1-888-355-5548) and financial assistance, as well as personal and career counseling. nabs-bec is 100% industry supported, and has chapters in B.C., Alberta, Saskatchewan, Manitoba, Ontario and Quebec, while providing services in all provinces.

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