

News Release



Giving Canadian Children Tools to be Media and Life Wise

For Immediate Release
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CONCERNED CHILDREN'S ADVERTISERS APPOINTS NEW EXECUTIVE DIRECTOR

TORONTO – The Board of Directors of Concerned Children's Advertisers (CCA) is pleased to announce the appointment of Bev Deeth to the position of Executive Director. The appointment, effective January 1, 2009, was unanimously endorsed by the board.

"We are extremely pleased that Bev will lead CCA going forward," said Craig Hutchison, Senior Vice President, Marketing, Loblaw Companies Ltd. and Chair, CCA Board of Directors. "Over the last year, she has been a tremendous addition to CCA, leading intersectoral collaboration, championing stakeholder relations and building a strong team."

Deeth joined CCA in January, 2008 after a productive and successful career with Maple Leaf Sports and Entertainment. She brings with her more than 15 years of Senior Management experience in a variety of areas, including marketing/communications, fundraising and partnerships.

Deeth has built a strong team around her, including Jen Wilkinson, Manager, Communications and Social Marketing and Linda Millar, Educational Consultant. They will work alongside CCA's Board of Directors and 16 Member Companies to fulfill the organization's mandate of social marketing and education. Their primary objective in the next year is to produce and launch Phase III of CCA's Long Live Kids (LLK) program. This one-of-a-kind collaboration brings together industry, issue experts and government to provide Canadian children with the tools for healthy eating, active living and improved media literacy. Phase III will focus on the importance of media literacy as a critical strategy on the issue of childhood obesity.

"Our new team draws together a range of skills from diverse areas of expertise that will position CCA well to realize the vision of Phase III of Long Live Kids," said Deeth. "We are excited about the potential of this campaign and the positive impact it can have on Canadian children and their families."

CCA is a non-profit organization of 16 Canadian member companies, supported by over 40 partner companies, including child-centred advertisers, broadcasters and agencies. CCA member companies have a concern for all issues affecting children, as well as a commitment to understanding and contributing solutions to the media and life challenges that children face each day.

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