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## **CIRI and Business Wire Continue National Strategic Partnership**

TORONTO, Canada – The Canadian Investor Relations Institute (CIRI), Canada’s national association representing investor relations professionals, is delighted to announce that Business Wire will continue on as National Strategic Partner for its seventh consecutive year. This ongoing commitment demonstrates Business Wire’s dedication to the investor relations profession and to the association.

"We are delighted that Business Wire continues to support the investor relations profession in Canada, particularly at such a meaningful level," said Yvette Lokker, President & CEO, CIRI. "Sponsorship through key industry service providers like Business Wire, allows CIRI to continue to advance the practice and credibility of the investor relations profession."

"Business Wire believes deeply in the meaningful best practice, learning and networking opportunities provided by CIRI," said Michael Becker, Executive Vice President, International Business Strategy. "As we approach our tenth year in Canada, Business Wire’s commitment to Canadian investor relations practitioners, regulatory disclosure services and the investor relations community continues to grow," added Becker.

CIRI launched the National Strategic Partner program in 2004. Business Wire came on as a National Strategic Partner in 2011. CIRI offers several levels of sponsorship including National Strategic Partner, Platinum, Gold and Silver.

### **About CIRI**

CIRI is a professional, not-for-profit association of executives responsible for communication between public corporations, investors and the financial community. CIRI contributes to the transparency and integrity of the Canadian capital markets by advancing the practice of investor relations, the professional competency of its members and the stature of the profession. With close to 500 members and four Chapters across the country, CIRI is the voice of IR in Canada. For further information, please visit [CIRI.org](http://CIRI.org).

For more information on CIRI sponsorship, [click here](#).

### **About Business Wire**

Business Wire, a [Berkshire Hathaway](#) company, is the global leader in [press release distribution](#) and [regulatory disclosure](#). Investor relations, public relations, public policy and marketing professionals rely on Business Wire to accurately distribute market-moving news and multimedia, host [online newsrooms](#) and [IR websites](#), build [content marketing platforms](#), generate social engagements and provide audience analysis that improves interaction with specified target markets. Founded in 1961, Business Wire is a trusted source for news organizations, journalists, investment professionals and regulatory authorities, delivering news directly into editorial systems and leading online news sources via its multi-channel

distribution platform, including its patented simultaneous NX Network. Business Wire has 29 offices worldwide to securely meet the varying needs of communications professionals and news consumers. In 2015, Business Wire [teamed up with Al Roker Entertainment](#) to create BizWireTV, a bi-weekly digital video news program that features the top trending news releases that cross the wire.

Learn more at [services.BusinessWire.com](http://services.BusinessWire.com) and [Tempo](#), the Business Wire resource for industry trends; follow updates on Twitter: [@businesswire](#) or on [Facebook](#).

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