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Business Wire and CIRI Celebrate 10 Years of Partnership Supporting the Canadian Investor Relations Community

TORONTO, Canada – The Canadian Investor Relations Institute (CIRI), Canada’s national association representing investor relations professionals, is pleased to announce Business Wire will continue as National Strategic Partner for the 10th consecutive year in support of CIRI’s mandate to advance the practice of investor relations across Canada.

With Business Wire’s support, CIRI will continue to develop resources, deliver professional development events, provide networking opportunities and advocate on behalf of the investor relations profession.

“This year marks a decade of working with Business Wire to support the Canadian investor relations community. This long-standing commitment demonstrates their exceptional leadership and enables us to advance the practice and stature of the profession together,” said Yvette Lokker, President & CEO, CIRI. “Supporting the profession is particularly important amidst the COVID-19 pandemic as we are in uncharted territory. Issuer practices must adapt and brainstorming with peers and learning from their experiences has never been more important. Now is the time for IROs to leverage CIRI’s community and resources so we can get through this together.”

“We are in unprecedented times as we manage the COVID-19 pandemic and leveraging experience from professional relationships built through CIRI has never been more important. Business Wire is proud to have grown our national strategic partnership with CIRI over the past 10 years and looks forward to supporting CIRI for another decade,” said Greg Blazina, Head of Canada, Business Wire. “Our partnership with CIRI is a testament to our focus on serving the Canadian capital markets and has enabled us to experience significant growth in Canada over the past decade, specifically with publicly traded companies.”

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

For more information on Business Wire’s investor relations solutions, [click here](#)

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](#).

About Business Wire

Business Wire, a [Berkshire Hathaway](#) company, is the global leader in [news release distribution](#) and [regulatory disclosure](#). Investor relations, public relations, public policy and marketing professionals rely on Business Wire for secure and accurate distribution of market-moving news and multimedia.

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-patented NX Network. Business Wire has 18 newsrooms worldwide to meet the needs of communications professionals and news media.

Learn more at www.businesswire.com. Follow us on Twitter [@businesswire](https://twitter.com/businesswire).

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