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NEWS RELEASE

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Free the Children chooses Brigitte Filiatrault Public Relations for PR surrounding the 2010 WeDay Montréal event

MONTREAL, Wednesday June 9, 2010 — **Free the Children** has selected **Brigitte Filiatrault Public Relations** to handle media relations in Quebec for the **2010 WeDay Event** to be held on November 12, 2010. Created by Free The Children to celebrate the power of young people to create positive change, WeDay is not only a day of celebration and inspiration, it is a one-of-a-kind event and part of an innovative year-long program created to celebrate the power of young people to create positive change in the world. This year's event include Chantal Petitclerc, Mia Farrow, Marc Garneau and Simple Plan among others

The event is held each year in Toronto and Vancouver and for the first time ever this year, in Montréal. Past speakers include His Holiness the 14th Dalai Lama, Dr. Jane Goodall, founder of Jane Goodall Institute, UN Messenger of Peace, Lieutenant General Roméo Dallaire (retired) and Mia Farrow. Past performers include Sarah McLachlan, The Jonas Brothers and Justin Bieber to only name a few.

About Brigitte Filiatrault Public Relations

Founded in 2004, Brigitte Filiatrault Public Relations is a national company that offers a broad range of public relations and strategic communications services. BFRP services include communications, visibility and positioning plans, crisis management, evaluation and sponsorships management, internal communications, media relations, project management, special events, spokespersons media training, spokespersons recruitment, strategic counsel and planning, translation as well as writing and proofreading.

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