



## NEWS RELEASE

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### ***smak* selects *Brigitte Filiatrault Public Relations* for PR surrounding the 2011 Movember Campaign in Quebec**

**MONTREAL, Thursday, October 13, 2011** — **smak** ([www.smak.ca](http://www.smak.ca)), the agency retained by Movember Canada to handle national Media Relations, has selected for the second consecutive year, ***Brigitte Filiatrault Public Relations*** to handle media relations in Quebec for the **2011 Movember Campaign**, an annual, month-long celebration of the moustache, highlighting men's health issues - specifically prostate cancer.

"Brigitte's results driven work ethic and dedication to her clients is second to none. I look forward to continue collaborating with Brigitte again this year", said Alan Bedingfield, smak's Director of Operations.

Movember has kicked off its 5<sup>th</sup> annual campaign in Canada, challenging men across the country to change the face of men's health by growing a Mo (slang for Moustache) this November. Movember is the world's largest non-government funder for prostate cancer and last year alone, men and women across Canada raised more than \$22 million for beneficiary, Prostate Cancer Canada.

#### **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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#### **BRIGITTE FILIATRAULT**

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