



NEWS RELEASE

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The Best New Product Awards hires Brigitte Filiatrault Public Relations for the 2nd consecutive year

MONTRÉAL, Thursday, February 3, 2011—BrandSpark International, an independent brand strategy firm with a strong grasp on consumer segmentation, innovation and new product research, selected for the second consecutive year **Brigitte Filiatrault Public Relations** to handle media relations in Quebec for the **2011 Best New Product Awards (BNPA)**.

The BNPA allows consumers to learn about winning products as voted by over 35,000 Canadian consumers in both French and English. Known as “The Peoples’ Choice Awards” for consumer products, the Best New Product Awards are North America’s pre-eminent gauge of habits, trends and key insights into the minds of consumers.

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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