



## NEWS RELEASE

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### ***Vibrant Idéation & Marketing retains Brigitte Filiatrault Public Relations' services for the 3rd consecutive year***

**MONTREAL, January 22, 2011** — **Vibrant Idéation et Marketing** retains **Brigitte Filiatrault Public Relations** services for all its internal and external communications, public relations and strategic counsel for year 2011. Brigitte will also be involved in the elaboration of public relations plans for some of Vibrant's clients like E&J Gallo Winery and Merck. Vibrant also gave Brigitte the mandate to plan the celebrities surrounding the fifth year anniversary of the firm.

#### **About Vibrant Idéation & Marketing**

Based in Montréal and Toronto, Vibrant Idéation & Marketing is a national firm that specializes in ideation, sales performance and experiential marketing. Considered as a specialty agency, Vibrant works hand in hand with some of the biggest brands on the marketplace. Its mission is to create and execute brand experiences that lead to a call of action. To learn more, please visit <http://www.vibrantmarketing.ca/index.php/en>

#### **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**

Public Relations Specialist

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