

## Canadian Museum of Civilization selects HBS Marketing as Agency of Record



**AUGUST 24, 2006  
OTTAWA, CANADA –**

HBS Marketing today announced that it has been chosen as Agency of Record (AOR) for the Canadian Museum of Civilization Corporation (CMCC). CMCC includes both the Canadian Museum of Civilization (which includes the Canadian Children's Museum, Canadian Postal Museum, and IMAX Theatre) and the Canadian War Museum. CMCC is Canada's largest and most popular cultural institution, drawing close to two million visitors a year.

In competing for and winning the advertising agency AOR assignment, HBS was first selected from a wide range of bidding firms to join a shortlist of five finalists. These five companies, comprising advertising agencies from Ottawa and Montreal, were then given an opportunity to provide a final presentation demonstrating their capabilities.

"We are delighted to be working with HBS, who will now join the group of excellent service providers associated with the Corporation in all its areas of activity," said Michèle Canto, Director, Marketing, Business Operations and Client Services.

"We are very serious and passionate about the history and culture of Canada's people," said Sandra Markus, Vice-President, Client Services, HBS Marketing. "The CMCC serves to provide all of us with a treasured link between the past and present. We are pleased to be handling the CMCC account."

### **ABOUT HBS MARKETING**

HBS Marketing is an award-winning full-service marketing communications agency serving private and public sector organizations across North America. Since 1976, the company has offered a complete range of strategic services, including positioning and brand-building, corporate identity programs and powerful, compelling marketing communications across all media. HBS Marketing's expertise is organized into such practice areas as Public Sector Marketing, Social Marketing, Technology Marketing and Consumer Marketing.

For more information, please visit [www.hbsmarketing.com](http://www.hbsmarketing.com).

Editors please contact:  
Heather McCulligh  
613-797-8949  
[heather@hbsmarketing.com](mailto:heather@hbsmarketing.com)