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Fundraiser for Public Relations Without Borders

Brian Mulroney inspires 250 Montreal business leaders

Montreal, May 9, 2014—In the presence of Christine St-Pierre, Minister of International Relations and La Francophonie, guest speaker Brian Mulroney, Canada’s 18th prime minister, addressed an enthusiastic capacity crowd at a benefit breakfast for Public Relations Without Borders (RPSF).

Speaking to 250 Montreal business leaders, Mr. Mulroney described the role Canada played under his leadership in putting an end to apartheid and freeing Nelson Mandela. He spoke with great emotion about Mr. Mandela’s historic importance to the people of South Africa and to the cause of human rights around the world.

PRWB was founded in Montreal in 2007. Since 2009, it has conducted training missions on several continents. For example, since January 2014, PRWB has completed five missions in five different countries, supporting such causes as helping children in difficulty, ensuring the independence of the judiciary, promoting human rights, protecting forests and developing entrepreneurship.

“We demonstrate that public relations can be used as a powerful driver of social and economic change to benefit populations struggling with major development challenges,” said Guy Versailles, PRWB’s president. “The involvement and commitment of the many professionals who volunteer their time is an honour to our profession,” he concluded.

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