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NEWS
FOR IMMEDIATE RELEASE

CONNECTUS INTERNATIONAL KICKS OFF GRASS ROOTS CANADIAN INITIATIVE

WE CHOOSE CANADA Tells Stories of Why Canadians Love Their Country

Oakville, Ontario, June 30, 2003: ConnectUs International today announced the launch of a major new grassroots initiative – ***WE CHOOSE CANADA*** - a showcase of why Canadians love their country. The goal of ***WE CHOOSE CANADA*** is to learn and share the stories of individuals by visiting and interviewing a variety of people - from Canadians to recent immigrants, in small towns and large cities, and finding out what they love the most about this great nation. On July 1st, armed with tape recorders and digital cameras, two businesswomen will begin in Ontario, asking the question, “Why do you choose to live and work in Canada?” With sponsorship funding, their travel will be extended to other provinces and territories. Meanwhile, residents are invited to share their answers to this question online at www.wechoosecanada.com

“Canada continues to be ranked as one of the United Nation’s top countries for high standards of living. Yet, given recent events, Canada’s outstanding reputation is tarnished by perceptions that have a detrimental effect on our businesses and our national spirit. It is critical for Canadians and residents to unite and dispel these myths about Canada,” said Donna Messer, founder of ConnectUs International, at a recent international conference. “We are proud to live in Canada - let’s tell the world why!”

Donna Messer and business colleague, Debbie Trenholm, are proud Canadians who throughout their careers have been promoting Canada, Canadians and Canadian businesses domestically and on the world’s stage. The two met recently at an international conference and discovered that they shared a common dream – to promote the positive aspects about their country as good news to the world. “Canada is a safe and secure country, one where people can live and work without fear. Everyone has reasons why they choose to live in Canada. These stories are important to acknowledge the strength our country, and to present a positive image, and united front, ” said Trenholm.

Once the tour is completed, the collected stories will be featured in a book that will showcase the diversity of our nation, the array of cultures and be a voice for what Canada has to offer. While meeting every Canadian is impossible, Messer and Trenholm are encouraging everyone to become Canadian Ambassadors and share their stories about living in Canada in order to promote the good news about our country; a place that we are proud to call home. If you are interested in becoming part of this innovative initiative, contact Messer at (905) 337-9578 or Trenholm at (613) 851-1785 or visit www.wechoosecanada.com.

About WE CHOOSE CANADA

WE CHOOSE CANADA is a grassroots initiative to showcase why Canadians and immigrants love to live in Canada. Their stories will be from a variety of perspectives, collected by visiting and interviewing people across the country and gathering online submissions at www.wechoosecanada.com. **WE CHOOSE CANADA** promotes the good news about our country; a place that we are proud to call home.

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