

Campaign News: Two New Champions for CPRN

We could not have asked for a better start to CPRN's *Fresh Ideas Campaign* than to have Purdy Crawford agree to be our Honourary Chair," said Courtney Pratt, President and CEO of Toronto Hydro Corporation and Chair of the Campaign. Purdy is recognized across Canada for



From left to right: Courtney Pratt, President and CEO of Toronto Hydro Corporation and Chair of the Fresh Ideas Campaign, Judith Maxwell, President of CPRN and Purdy Crawford, Counsel at the law firm Osler, Hoskin & Harcourt and Honourary Chair of the Fresh Ideas Campaign.

his business acumen and his dedication to the community. "He understands the impact that CPRN is having on policy in this country and is willing to publicly support us."

Purdy Crawford is presently Counsel at the law firm Osler, Hoskin & Harcourt, Chair of AT&T Canada and Chancellor Emeritus of Mount Allison. Purdy retired as CEO of

Imasco in 1995 and continued as non-executive Chairman until February 2000. Purdy has raised funds for many charities in Canada, including Centraide's early childhood development program, 1,2,3 GO!, and for several universities.

Asked why he agreed to be the Honourary Chair of CPRN's fundraising campaign, Mr. Crawford replied, "I am very interested in public policy issues and I like the CPRN model. With Judy Maxwell's outstanding leadership and my experience in fundraising, I am pleased to be Honourary Chair."

Another icon of Canadian business, Paul Desmarais, Jr, Chair and Co-CEO of Power Corporation of Canada, an annual supporter of CPRN since 1996, hosted a dinner for CPRN recently for thirty-six community and corporate leaders in Montreal. It was a wonderful evening in which Judith Maxwell, Founder and President of CPRN, had an opportunity to share with this group of leading Canadians some of the fresh ideas CPRN is creating for Canadians and their future.



From left to right: Paul Desmarais Jr., Chairman and Co-CEO, Power Corporation of Canada with Judith Maxwell, President of CPRN, Arthur Kroeger, Chair of CPRN and Stephen Jarislowsky, Chair, Jarislowsky Fraser Limited, chatting before the dinner outside the Power Corporation of Canada offices in Montreal.

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Asked why he thinks CPRN is important to Canada, Paul Desmarais Jr., replied, "CPRN is a leader in helping to shape the Canada we want for our children. Canada's future depends on organizations like CPRN and I am very pleased to be associated with such a thoughtful organization."

The Montreal dinner is the first of several events planned across the country as the *Fresh Ideas Campaign* gears up for a formal launch in the coming year. The Campaign got a kick start recently with 100% participation from CPRN's Board of Directors, Campaign Committee and senior staff.

The *Fresh Ideas Campaign* is raising funds to increase CPRN's research capabilities and allow it to advance the national dialogue about who we are as Canadians and about what works in the unique Canada context. If you are interested in learning more about the Campaign, please contact Pamela Miles, Vice President, Development at (613) 567-7472 or pmiles@cprn.org.

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