

CG&A COMMUNICATIONS' 15th Anniversary Year Capped with Publication of the *By George Treasury*

December 10, 2009 – 2009 has been quite a year for CG&A COMMUNICATIONS, the independent Canadian public relations firm celebrating its 15th year. To cap its anniversary today, the company announces the publication of the *By George Treasury*, a collection of the very best of its *By George* newsletter articles through the years.

CG&A COMMUNICATIONS President Chris George says the new publication is a milestone for the company's newsletter-turn-on-line-quarterly. "With this compilation, we have the crème de la crème from 50 issues and more than one thousand articles. All the favourites from the past fifteen years of the newsletter appear in this book and we're now turning the page from this quarterly publication to work with our on-line *By George Journal*."

"The *By George Treasury* is really a valuable public relations resource for it has many practical tips for improving communications at work, interesting tidbits to use in social settings, and there's a lot to laugh at," adds George.

The *By George Treasury* includes:

- 15 of the most popular feature articles on effective communication practices at work, in meetings and with media relations
- a selection of classic wordplay - creative use of English language and other punny stuff
- quotations from Hemingway to Sir John A. Macdonald; from topics like inspiration to all-time movie quotes
- a humour section with pages of gems, guffaws and ones never to forget
- memorable lessons, parables, and questions and quizzes
- a selection of commentary from the Editor's Desk that includes opinions on Canadian politics, government and real men

By George Treasury book costs \$20 and can now be purchased directly by contacting CG&A COMMUNICATIONS.

Looking back on 2009, George comments the anniversary year has provided much to reflect on. "There's a great deal changing in public relations. Our counseling clients on how to best make their case and helping them take advantage of emerging practices is very rewarding. We've got an excellent team and we work with some terrific organizations and you just can't ask for anything more."

This year, CG&A COMMUNICATIONS extended its services managing health care issues with the announcement of a Health Care Sector Advisory Board, which counsels the company's consultants and clients on the evolving challenges faced within the health care sector. [Read more about this new Advisory Board.]

CG&A COMMUNICATIONS is a public relations firm with a network of consultants in Ottawa, the GTA and the Niagara Region.

Visit www.cgacommunications.com to learn more about the company or to access the on-line *By George Journal*.

**For more information, or to order your copy of *By George Treasury*, contact:
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