

**Algonquin College and 4 post-secondary partners to host  
Canada's largest Corporate & Community Social Responsibility Conference**  
Tuesday, November 15, 2011

FOR IMMEDIATE RELEASE

**Ottawa, ON, October 11, 2011** – For the fourth year in a row, Algonquin College and four post-secondary partners are set to host Canada's largest [Corporate and Community Social Responsibility Conference](#) (CCSR). The conference will be held on Tuesday, November 15, 2011, at Algonquin College's Woodroffe Campus in Ottawa. This year's theme is *Creating shared value through corporate and community collaboration*. Tickets are available online at \$100 (free for students) for the day-long conference and \$100 for the awards gala dinner.

The conference is pegged to be the largest yet as it expects to welcome approximately 1,000 attendees during this one-day gathering that will feature over 45 guest speakers, panel discussions, a youth showcase, a gala dinner, and an awards program honouring leaders in social responsibility.

**Awards being presented include:**

- Community Social Responsibility
- Corporate Social Responsibility
- Social Innovation Enterprise
- Student Social Entrepreneur
- Business Ethics

Algonquin is the lead organization behind the conference, but it would not be possible without strong support from four other academic institutions including the Carleton University, Red River College, University of Ottawa, and the University of Waterloo.

Participants will have the opportunity to interact with experts from around the country and learn new ways corporations are working with the community and NGOs to build shared value. Corporations will learn about best practices and how cross-sector partnerships enable employees to better utilize their collective assets to support communities and business innovation while improving productivity and the bottom-line.

Mario Pilozzi, former CEO of Wal-Mart Canada, will be the conference keynote speaker. Mr Pilozzi will share with the audience how community involvement and giving-back became one of the keys to Wal-Mart's success; and that he believes it must be an integral part of any company that wants to be really successful in the future.

"We are excited to welcome Mr. Pilozzi to the CCSR as the latest in a line of high-profile keynote speakers over the past three years that have included Vicente Fox, Former President of Mexico; Moya Greene, Former CEO of Canada Post, Dan Fortin, Former President of IBM Canada, and Paul Martin, former Prime Minister of Canada," explains Dave Donaldson, Dean of the School of Business, Algonquin College. "Mr. Pilozzi's address will cap a remarkable day of presentations and discussions from leaders in almost every industry ranging from public sector and government leaders to multi-national organizations and small start-ups focused sharply on sustainability."

For more information about the CCSR, please visit: <http://ccsrconference.com/>

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**For more information, contact:**

David Hall, Communications Officer, Algonquin College  
Office: (613) 727-4723 ext. 2091      Cell: (613) 220-7796  
[David.Hall@algonquincollege.com](mailto:David.Hall@algonquincollege.com)

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1385 Woodroffe Avenue

Ottawa, Ontario

Canada

K2G 1V8

Public Relations

and Communications

Department

Office: 613-727-4723

ext. 7664

Fax: 613-727-7610