

MEDIA ADVISORY

Date sent: November 10, 2011
Date of event: November 15, 2011

Mario Pillozzi shares Wal-Mart Canada's success stories at largest Corporate and Community Social Responsibility Conference

For the fourth year in a row, Algonquin College is proud to host Canada's largest Corporate and Community Social Responsibility Conference (CCSR).

Former CEO of Wal-Mart Canada, Mario Pillozzi, will be the keynote speaker at the evening Gala and will deliver a speech on how community involvement and giving-back became one of the keys to Wal-Mart's success in Canada. He is scheduled to speak from **8:20 p.m. to 9:10 p.m.** and his presentation will be followed by a 20 minutes Q&A session with the audience.

Mario Pillozzi's speech will conclude a full day of discussions focused on creating shared value and social innovation through corporate and community collaboration from over 45 speakers at 11 different workshop sessions. An afternoon event focused on youth will be highlighted with a business challenge at the "Lizards' Den" contest. For more information on the day and evening sessions, and the complete CCSR agenda, please visit <http://www.ccsrconference.com/>.

Six awards categories will be presented to socially responsible individuals and organizations for their exceptional achievements.

Who: **Mario Pillozzi**, Former CEO of Wal-Mart Canada and CCSR keynote speaker
Dave Donladson, Dean of the School of Business, Algonquin College

Notable day-session panelists include:

- **Justin Trudeau**, MP (Papineau), Parliament of Canada
- **Jim Watson**, Mayor of the City of Ottawa
- **Stephanie Michele**, Founder and CEO, SocialBling
- **Tom Heintzman**, Co-founder and President, Bullfrog Power
- **Andreas Souvaliotis**, President, AIR MILES for Social Change
- **Ersilia Serafini**, CEO, Summerhill Group
- **Sherri Torjman**, Vice President, Caledon Institute of Social Policy
- **Peg Hunter**, Vice President, Marketing & Communications, Home Depot Canada
- **Tim Faveri**, Director, Sustainability & Responsibility, Tim Hortons
- **Vern White**, Chief of Police, Ottawa Police Service

What: Canada's largest Corporate and Community Social Responsibility Conference

When: November 15, 2011 – 7:30 a.m. – 9:30 p.m.

- [Day Conference Sessions](#): 7:30 a.m. – 4:15 p.m.
- [Showcase and Youth Awards](#): 4:00p.m. – 6:00 p.m.
- [Keynote Speakers and Awards](#): 6:00 p.m. – 9:30 p.m.

Where: Algonquin College
Marketplace Food Court - 'D' Building
1385 Woodroffe Avenue
Ottawa, ON

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