



Brad Lavigne Joins Counsel Public Affairs
Renowned NDP strategist to spearhead Counsel's BC and Alberta expansion

Toronto, July 17, 2017 – Counsel Public Affairs is pleased to announce it is acquiring Forward Public Affairs, and that founder Brad Lavigne is joining Counsel as Principal and Vice President, Western Canada.

“There are few Canadian political strategists who are as respected, connected and accomplished as Brad Lavigne,” said Counsel President Phil Dewan.

Brad was the chief architect and national campaign director for the federal New Democratic Party's historic 2011 breakthrough, becoming the Official Opposition with over 4.5 million votes and over 100 seats in Parliament.

Following the 2011 election, Brad was asked by the Hon. Jack Layton to serve as Principal Secretary to Canada's Leader of the Official Opposition. It was a role Brad held through the 2012 NDP leadership convention following Mr. Layton's untimely passing.

Prior to taking on his responsibilities in Ottawa, Brad had already made a name for himself in his home province of British Columbia where he served as an advisor to two NDP Premiers, Chief of Staff to the Minister of Finance and Executive Assistant to the Minister for Advanced Education, Training & Technology and Intergovernmental Affairs.

For the past 20 months since founding Forward, Brad has served a diverse range of organizations with government relations and communications needs throughout Western Canada. His ability to develop a solid roster of clients in a short time is a testament to his skills and reputation.

“With a new NDP government in British Columbia and Brad's knowledge of the politics and policies in Alberta under Premier Notley's administration, there simply is no better qualified professional to lead Counsel's expansion into Western Canadian than Brad Lavigne,” Dewan added. “With his political savvy, national contacts and consulting experience, Brad will be an extraordinary asset for clients in Ottawa and Toronto as well.”

“I'm excited to join Counsel's team of respected government and public relations professionals,” said Brad Lavigne. “By joining forces and working together, I know we will serve the growing and urgent needs of our combined existing and new clients.”

Building on Counsel's 14 years in the business, the team comprises individuals who are among the most sought-after lobbyists in Ontario, Ottawa, Alberta, and British Columbia. Our roster of Principals includes a former Attorney General and a former Minister of Agriculture, Food and Rural Affairs in Ontario and political advisors who have served at the highest levels federally and provincially. Counsel is honoured to work with one of Canada's most respected First

Nations leaders, and we offer an award-winning, in-house corporate communications, public relations and crisis communications team that specializes in integrated public affairs campaigns.

“With today’s announcement, we are confident that regardless of where you are in Canada, Counsel can help you find success,” added Managing Principal, Caroline Pinto.

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To see the full Counsel team, visit: www.counselpa.com