

Researchers Find 20,000 Ways to Give Back to their Community

Ipsos in Vancouver Raises, Donates Funds for Local Causes

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Vancouver, BC – Researchers at Ipsos' office in Vancouver have found a way to give back even in difficult economic times. For the second year in a row, the company has raised \$20,000 in charitable donations to be shared by a quartet of local organizations.

Every two years, the entire staff is invited to participate in a process for selecting causes for the following two years. The four charities represent a cross-section of province-wide and local initiatives, each with a mandate centered on healthy people and healthy communities.

The four organizations that were chosen for the 2007 to 2009 period include:

- **BC Cancer Foundation**, an organization that raises funds to support breakthrough research and care at the BC Cancer Agency.
- **BC Children's Hospital Foundation**, an organization that supports specialized and expert care for the province's most seriously ill or injured children.
- **Family Services of Greater Vancouver**, an organization that provides social services to over 35,000 individuals across the region.
- **Quest Outreach Society**, an organization that "rescues" discarded food from the food industry for use by those less fortunate.



The funds raised were done so through a variety of company events, from silent auctions, bake sales, bingo, potluck lunches, 'ice-cream' day, etc. throughout the year and will be split evenly amongst the four charities.

"Giving is an integral part of our office culture, and Ipsos employees in Vancouver have been firmly committed to this concept for a number of years," says Steve Mossop, President of Market Research Canada West, and spokesperson for the Vancouver office. "We felt somewhat challenged this year given our success in 2008 and the recession, but to have matched our efforts from last year really shows how important these causes are to our employees and how fun and creative fundraising solutions can work to deliver success."

Funds raised were done so through the Ipsos Charity Trust, a charitable giving initiative set up by Ipsos in Canada to fund worthwhile causes in local communities. This year-round fundraising program is supported by the company and employees in each office across the country through a series of activities.

-30-

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- 2 -

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