

Briefing Book for the Minister

TECHNOLOGY LEADERSHIP FORUM AWARDS CEREMONY

Halstead Ballroom, Coventry Hotel
4825 Boulevard St-Laurent, Montréal
16:00 to 17:45, Thursday, April 15, 2004

Media Relations

**MEDIA KIT PREPARED BY
ECONOMIC ADVANCEMENT CANADA**

The attached media kit provides:

- our media advisory to announce your participation in the awards ceremony;
- our media release on your participation; and
- our media backgrounder on the awards.

[insert media kit prepared by your communications branch]