

Press release
For immediate release

THE 2019 INDUCTEES TO THE A2C'S HALL OF FAME ANNOUNCED
*The careers of François Duffar, Jean-Jacques Stréliski, and Pierre Lalande
will be celebrated on May 7*

Montreal, March 25, 2019 – The Association of Creative Communications Agencies (A2C) has revealed the 2019 inductees to its Hall of Fame: **François Duffar** (Builder profile), **Jean-Jacques Stréliski** (Beacon profile), and **Pierre Lalande** (Ally profile). This annual initiative pays tribute to the careers of great visionaries who have contributed to the excellence and vitality of Quebec's extended marketing and communications industry. The inductees were chosen by the A2C's Board of Directors.

"These individuals have greatly marked and shaped our industry. In fact, we are still experiencing the positive impacts of their actions and we are proud to honour them. Every year, the Hall of Fame allows us to engage in meaningful conversations with the inductees. It's very inspiring to hear their thoughts on the opportunities and challenges they've faced throughout their careers. What they have to say remains relevant to this day for any professional and for emerging talent," said Jan-Nicolas Vanderveken, Chair of the A2C's Board of Directors and President and CEO of Havas Montréal.

Les grandes entrevues

The three inductees will be celebrated during the special *Les grandes entrevues* event, an initiative of the A2C presented by CBC & Radio-Canada Solutions Médias in collaboration with La Presse+ and LJT Avocats, with support from Infopresse and Le Grenier aux Nouvelles. The event will take place on Tuesday, May 7, 2019 at 8 a.m. at Cinélande.

Les grandes entrevues offers an intimate talk with these leaders of the industry. Every interview will allow those in attendance to learn more about the exceptional career and unique vision of these visionaries who continue to leave their mark on history. Tickets are on sale, [more information here](#). A preferential rate is now available for anyone under 35. Hurry, seats are limited!

A summary of each inductee's contribution:

- ❖ **François Duffar**, Builder profile, awarded to a senior executive for their overall work throughout their career
Chairman and CEO – Navilon
Former President of Groupe Cossette

François Duffar has made his mark both in the communications industry and the business world. As one of the individuals responsible for Cossette's impressive national growth, he was able to attract major clients to the agency as well as premier talent. He was able to inspire these individuals and to this day, they still think of him as a mentor. An influencer and pioneer, he has had an incredible impact on numerous people who now work in agencies and elsewhere in the communications industry. To this day, he still supports multiple causes and emerging entrepreneurs.

- ❖ **Jean-Jacques Stréliski**, Beacon profile, awarded to a communications professional who has inspired by their creativity and strategic thinking

*Adjunct professor at HEC Montréal, Department of Marketing
Educational Director of the DESSCM
Contributor to the Pôles de recherche Mosaic et Médias
Columnist with Revue Gestion
Former Director of Creation at Cossette Montréal, BBDO, Taxi, and Publicis*

Jean-Jacques Stréliski is a creator, a source of inspiration, a teacher and someone who is able to popularize advertising. He left his mark in several agencies, including Cossette, BBDO Montréal, Taxi, and Publicis, helping each of them significantly grow their creative offering. He was responsible for several campaigns that have marked Quebec's advertising landscape and he has always known how to attract, motivate, and train an incredible number of talented individuals. Today at the HEC, Jean-Jacques Stréliski continues to transmit his passion to the next generation of communicators.

- ❖ **Pierre Lalande**, Ally profile, awarded to a partner for their dedication to the industry
Founder of Cinélande

As the founder of Cinélande, Pierre Lalande has had a major impact on the world of advertising and on directors. After spending several years working in agencies, he founded Quebec's first production company dedicated to advertising. This accomplishment is a testament to his vision, boldness, and entrepreneurial spirit. Since its creation, Cinéland has produced countless unforgettable messages while supporting new talented directors in Quebec, many of whom now enjoy international careers. Today, Pierre Lalande continues to rely on his expertise and network to support a variety of remarkable causes.

About the A2C's Hall of Fame

The A2C's *Hall of Fame* highlights the careers of great visionaries who have contributed in an exceptional way to the excellence and vitality of Quebec's extended marketing and communications industry. It already includes the following talented individuals: Claude Lessard, Yves Gougoux, and Michel Ostiguy (Builder profile), Jean Morin, Pierre Delagrave, and Daniel Rabinowicz (Beacon profile), and Bruno Gautier, Normand Grenier, and Pierre Savard (Ally profile). It also includes past recipients of the Prix Hommage: Nicole Dubé, Paul Lavoie, and Madeleine Saint-Jacques. For more information, please visit <http://a2c.quebec/en/discover-the-a2c/hall-of-fame>.

About the A2C

The A2C is the voice of almost 70 agencies in Quebec of different sizes, configurations, and specialties, but all with one thing in common: a commitment to creative communications. Its members generate more than 75% of the industry's revenues in Quebec and contribute to the success of companies here and abroad. Our mission is reflected in various initiatives that aim to guide these agencies and ensure vitality and excellence within the entire industry. For more information, visit www.a2c.quebec/about.

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