

THE WESTIN HARBOUR CASTLE
TORONTO, ON
Oct 4 – 6, 2011

www.healthworkandwellness.com
Canada's Leading Conference
on Building Healthy Workplaces



A Business Imperative

KEYNOTE SPEAKERS ANNOUNCED FOR 15TH ANNUAL HEALTH WORK & WELLNESS™ CONFERENCE Oct. 4 - 6 event in Toronto billed as 'business imperative'

Nanaimo, B.C. (July 12, 2011) – For the first time in Canadian history, employers are under pressure of an emerging legal duty to create and maintain not only a physically safe workplace, but also a psychologically safe work environment. As a result, more than 500 delegates are expected to attend the 2011 Health Work & Wellness™ Conference at Toronto's Westin Harbour Castle Hotel from October 4 to 6 to learn more about how healthy workplaces are becoming a business imperative in Canada's private and public sectors. Helping bring this message home to business leaders from across Canada, the U.S. and overseas are two exceptional conference keynote speakers, Roy Spence and John DeHart, who will kick-off three days of forums and workshops focusing on the latest ideas on creating a better workplace culture.

Roy Spence is Chairman and CEO of GSD&M Idea City, co-founder and CEO of The Purpose Institute and co-author of the Wall Street Journal's bestselling book, *It's Not What You Sell, it's What You Stand For: Why Every Extraordinary Business is Driven by Purpose*. Under Spence's leadership and their Purpose-based Branding™ philosophy, GSD&M Idea City has helped grow some of the world's most successful brands, including Southwest Airlines, Wal-Mart, DreamWorks, the PGA Tour, BMW global, the U.S. Air Force, Hallmark and the Clinton Global Initiative.

John DeHart co-founded Nurse Next Door with a mission to build a leading company that will make social responsibility and ethics a number one priority. Nurse Next Door is now Canada's fastest growing and award-winning home healthcare franchise system with more than 40 locations across the country. The company has also won multiple awards, including *Franchise Business Review's* Top 50 best franchise systems in North America, the 75 Best Employers in Canada by *Great Place Institute* and *The Globe and Mail*, as well as regional winner of Canada's 10 Most Admired Corporate Cultures.

Health Work & Wellness™ Conference Present and founder, Deborah Connors said that the theme of this year's conference is a call to action for the Canadian private and public sectors to make organizational health a business imperative. "Both Roy Spence and John DeHart will lead our delegates on a journey to discover how they can build a business that inspires people to give their personal best. We are excited to have two such dynamic speakers with such impressive credentials playing key roles in this year's conference," added Connors.

Delegate registration for Conference 2011 is available at www.healthworkandwellness.com under the Conference 2011 menu bar. Major corporate sponsors for this year's Conference include Great-West Life, the Great-West Life Centre for Mental Health in the Workplace; Morneau Shepell; Sun Life Financial; Desjardins Financial Security; Ceridian; Homewood Human Solutions; and Solareh.

About Health Work & Wellness™ Group

We are a dedicated group of organizational health proponents and professionals who are passionate about creating a better place to work. We present opportunities for education, dialogue and inspiration, our most well known being our annual national conference on organizational health. We are a leading resource for information, tools and strategies, and a year-round forum for innovation and idea exchange.

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For media inquiries, please contact:

Ray Lancashire
Mobile: 416-993-6555
Email: ray.lancashire@hotmail.com

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