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TSA Welcomes Bobby Orr, MasterCard and Big Brothers Big Sisters Canada to Parliament Hill



left to right: Bobby Orr, former NHL Hockey Player; Prime Minister Stephen Harper; Bruce MacDonald, President & CEO, Big Brothers Big Sisters Canada; and Hon. Peter MacKay, Minister of National Defence

TSA was delighted to help make the 2007 Parliament Hill reception for pro-bono client Big Brothers Big Sisters of Canada one that would never be forgotten.

Working with their corporate sponsor, MasterCard Canada, Big Brothers Big Sisters of Canada brought MasterCard spokesperson Bobby Orr meet and greet with Cabinet Ministers, Members of Parliament and even Prime Minister Stephen Harper.

TSA worked with MasterCard and Big Brothers Big Sisters to organize and execute this one-of-a-kind event. The result: relationship building for both organizations that would normally take years to build. And a story in the Globe and Mail. This is just one of many unique government relations events that TSA has designed, planned and executed for our clients. We make the extra-ordinary possible.

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