

CELEBRATING THE READER'S DIGEST TRUSTED BRANDS EVENT



Keynote speaker, Craig Kielburger

PHOTOGRAPHY: TUDORVILLE

On April 16, 2015, Reader's Digest held the inaugural Trusted Brand™ event at the Four Seasons Hotel in Toronto, celebrating the 2015 Trusted Brand™ national winners.

Guests were treated to an evening of networking with industry peers, amazing door prizes, and gift bags provided to all who attended the event. Reader's Digest was pleased to present awards to the Trusted Brand™ national winners on stage, and celebrate their win!

Our guest speaker for the evening was Craig Kielburger, co-founder of Free The Children, Me to We and We Day. Craig has inspired a generation of young people to be active global change-makers, and inspires millions to improve their communities and the world through daily actions. He was also voted one of the Most Trusted Canadian Influencers for 2015 through a Reader's Digest editorial trust survey.



Dominique Ritter, Executive Editor, Reader's Digest Canada, and Craig Kielburger



Bonnie Kintzer, President & CEO, Reader's Digest Association



(L-R) Bonnie Kintzer, President & CEO, Reader's Digest Association, Tommasina Caprio, Print Buyer, Carat, Sherri Parks, Senior Media Buyer, Carat, and Raimo Moysa, International Editor-in-Chief, Reader's Digest



(L-R) Bonnie Kintzer, President & CEO, Reader's Digest Association, Bill Ramsammy, Assistant Vice-President, Corporate Brand and Marketing, Sun Life Financial, Marianne Arnaudon, Director, Corporate Marketing, Sun Life Financial, and Raimo Moysa, International Editor-in-Chief, Reader's Digest



Lauren Korosec, Research Manager, Ipsos Reid

THE READER'S DIGEST TRUSTED BRAND™ STUDY

The Canadian Reader's Digest Trusted Brand™ Study polls Canadians about the brands they trust across 40 product categories, from consumer packaged goods to financial institutions and Canadian retailers.

To learn more about the Trusted Brand™ program and to view the full winner list, please visit trustedbrands.rd.ca

™Trusted Brand is a registered trademark of Reader's Digest Association Canada ULC.

