



FOR IMMEDIATE RELEASE

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**LEADING ATTORNEYS SPECIALIZING IN
ADVERTISING LAW TO MEET IN TORONTO**

*The Global Advertising Lawyers Alliance (GALA) to Hold Seminar on
Current Canadian and Global Advertising Issues in conjunction with Annual Meeting*

NEW YORK, N.Y., April 17, 2006 – The Global Advertising Lawyers Alliance (GALA), an international network of attorneys specializing in advertising, marketing and promotion law, will be holding its fourth annual global meeting at the Intercontinental Toronto Centre on May 11th-12th. In conjunction with its annual meeting, GALA will be holding a seminar on key advertising law issues from a global perspective on May 11th from 2 P.M. - 6 P.M. These will include emerging laws and practice with respect to food advertising and children, in light of the childhood obesity epidemic; ambush marketing; and decency in advertising (sex, violence and other community standards issues). The seminar is co-presented by Heenan Blaikie LLP, one of Canada's leading law firms, and is sponsored by the Association of Canadian Advertisers (ACA).

“This seminar will tackle critical issues that advertisers and ad agencies are currently facing globally and in Canada,” said Wendy Reed, Canadian GALA member and partner at Heenan Blaikie LLP. “With Linda Nagel, President and CEO of Advertising

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G L O B A L A D V E R T I S I N G L A W Y E R S A L L I A N C E

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Standards Canada, together with GALA members as speakers and panelists, attendees can expect to take away some significant insights on key advertising issues.”

The GALA seminar is directed to legal professionals, advertising and marketing executives and others in the industry. Fee is CAD \$230.00 (inclusive of GST & PST). Accredited media professionals are welcome to attend at no cost.

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ABOUT GALA

Founded in 1998, the Global Advertising Lawyers Alliance (GALA) is the leading international organization of attorneys that specialize in advertising, marketing and promotion law. GALA offers experienced practitioners and attorneys solutions to problems involving the complex legal issues in advertising and marketing by facilitating open discussions among members.

GALA’s membership structure is designed for one member law firm per country. To date, there are 54 member law firms spanning all continents. In addition, GALA offers associate membership to all in-house attorneys and marketing executives in a corporation. For more information, visit www.gala-marketlaw.com.