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**Idea Workshop And Suburbia Advertising Form Alliance, Launching
Rare Blend Of Breakthrough Consumer Brand Marketing**

Alliance brings together senior level PR expertise, dynamic award winning creative

Toronto, ON – More accustomed to making news for others, two of Canada’s leading independent communications agencies are today making some news of their own as Toronto PR agency **Idea Workshop** and BC based **Suburbia Advertising** announce a business alliance that creates a single hub for thought provoking, original, breakthrough marketing campaigns. “ *Having worked alongside each other on award winning retail programs, the simple answer to growing this relationship was “yes, please!”*” says Mary-Lynn Bellamy-Willms, Founder and CEO Suburbia Advertising. The partnership is quickly attracting healthy interest with **Weetabix Canada** hiring the agencies for a consumer outreach campaign set to launch in Western Canada this spring.

“ *Providing compelling and creative business solutions that deliver results to our clients is what we are all about*” comments Jon Packer, Principal, Idea Workshop. “ Through this alliance we are ramping up our offering with campaigns delivered independently or in partnership with the incredible expertise of the Suburbia Advertising team,” says Packer. By connecting the branding knowledge, award winning project experience and cross Canada reach, clients will have speedy access to a host of communications possibilities including media relations, advertising, event planning, design, mobile app development, creative services for TV, print and new media, media buying, corporate social responsibility and social media.

“*In partnering with Idea Workshop we are looking forward to cross pollinate creative ideas that help our clients business succeed*” comments Bellamy-Willms of Suburbia. Whether integrating PR into a consumer advertising campaign, leveraging brand development through social media or supporting internal communications with impactful creative, the blend of senior management expertise and youthful exuberance ensures that clients brands break through the clutter with a burst of refreshing enthusiasm.

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Suburbia Advertising and Idea Workshop count some of North America's most successful retail and consumer brands among their client experiences including; Weight Watchers, Canada Bread, COLD-FX, Celestial Seasonings, Ivanhoe Cambridge shopping centres, Waterford Wedgwood and Planet Organic. Through this alliance Idea Workshop has now established an office in Vancouver, British Columbia and Suburbia Advertising now has an additional home in Toronto.

About Idea Workshop

Idea Workshop is a strategic, high impact PR agency focused on helping consumer-driven brands stand out from the crowd. We put our clients at the top of the media agenda - and keep them there, differentiating their offering to key stakeholders and driving their business success as a result. We provide senior level counsel, offer refreshing thinking and an absolute passion for results. Put simply, we bring brands to life. For further information visit ideaworkshop.ca

About Suburbia Advertising

Based in Vancouver and Victoria, Suburbia Advertising is a leading retail branding agency and one of BC's top 10 advertising agencies. With numerous industry awards and a relentless dedication to retail innovation, Suburbia helps clients launch, revitalize, and guide their brands to success. For further information visit suburbiaadvertising.com