

MEDIA RELEASE
For Immediate Release

**National Advertising and Marketing Organization Offers Advice and Support to
Businesses and Not For Profits**

*Local Alberta Firm **ZGM** to Provide Free Marketing and Communications Counsel*

Calgary & Edmonton, April 14, 2020 – The Canadian Agency Network (tCAN) is planning an effort to provide advice to assist small, medium and large businesses and not-for-profit organizations during the COVID-19 pandemic, by offering free communications aid, counsel and guidance.

Dan King, CEO and President of ZGM, an Alberta-based marketing and communications company and tCAN's sole Alberta member, said it's critically important for organizations to access this type of support during this unprecedented time.

"Building resiliency is crucial for businesses during this period," said King. "ZGM is able to help organizations navigate this turbulent period with marketing and communications advice offered by professionals who are steeped in the business."

"Businesses large and small and across all industries are feeling the economic threat this crisis brings," said Frank Palmer, chairman of tCAN. "The tCAN family of agencies felt that we could provide some relief by lending our expertise in marketing and advertising to those who are uncertain about how to weather this storm. Whether it is communicating with clients, suppliers or customers – we're here to help."

The tCAN network is comprised of veteran marketers and communicators from the Canadian agency landscape who maintained their businesses through severe challenges such as SARS and the financial crisis of 2007-08, among others. Through these experiences, tCAN members are ready and able to help organizations redefine their approach to their organization's marketing and communications needs.

"A response to the pandemic and its colossal impact on how we run our businesses is critical if businesses are to survive," said King. "We want to ensure we are assisting organizations who may not have the skill set required to respond and who feel overwhelmed with the changes they are facing."

Marketing and communications counsel for Alberta-based organizations can be obtained by reaching out directly to ZGM at hello@zgm.ca, said King. "We are committed to helping as many organizations as we can and will respond to those who reach out to us."

About tCAN

tCAN is Canada's oldest and most extensive network of independent advertising, marketing and communication agencies. The network was founded in 1963 (as the Trans-Canada Advertising Agency Network) and now has nearly 30 agencies across Canada, from Victoria to St. John's and from Windsor to Yellowknife. tCAN members are united by a shared passion for their profession and by a commitment to building a network of agencies that are as innovative and as diverse as their country. Its aim is to deliver results for clients from all across Canada. For more information, please visit: <https://tcan.co/>.

About ZGM

ZGM Modern Marketing Partners is Alberta's largest full-service marketing and communications firm. Employing 79 experts in marketing, PR, social media/digital services, media, graphic design and advertising, our dynamic and award-winning team provides an integrated service for variety of private and public sector clients across Western Canada.

- 30 -

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