



## MEDIA ADVISORY

FOR IMMEDIATE RELEASE

September 14, 2009

ATTN: NEWS / GTA / ENVIRONMENT / DIVERSITY / SOCIAL ISSUES EDITORS

### **Mayor Hazel McCallion and John Tory join at UTM to launch the work of the Mississauga Summit**

On September 17<sup>th</sup>, 2009, members of the Mississauga Summit will gather at University of Toronto Mississauga to release key recommendations on four key priority areas for the future of our City and begin the hard work of making “big ideas” happen. The Summit task forces are being sponsored by AstraZeneca.

**WHAT:** Mississauga Summit Summary Report Release and Task Force Launch

**WHEN:** Thursday, Sept. 17th, 2009.

4.00pm to 8.00pm

**WHERE:** The University of Toronto Mississauga

3359 Mississauga Road North

South Building, Room 3140

Mississauga, ON

The report summarizes results from the spring Mississauga Summit where over 175 leaders from across the community gathered to develop task forces and action plans to drive the success and sustainability of our community for today's economy and beyond.

Over the summer, engaged residents committed to participating in the task force of their choice. The launch at UTM signifies their first meeting and the beginning of that work. Participants will hear from Honorary Chair, **Mayor Hazel McCallion** and co-chairs, **Brian Crombie**, local business consultant, and **Shelley White**, CEO of United Way of Peel Region. **John Tory**, original Co-Chair of the Toronto City Summit Alliance, will deliver key learnings from the Toronto experience.

“A summit without action is not a summit. The task forces are extremely important to devise the action plan and do the work. We're going forward with commitment, enthusiasm and determination,” said Mayor McCallion.

The work of the summit focuses on:

- Building human capital
- Creating a postsecondary education strategy to complement our economic and human capital development
- Waterfront development and environmental sustainability
- Cultivating Mississauga as a centre of excellence for diversity and immigration

Shelley White is encouraged by the interest of participants, "The May 2009 Summit was a successful catalyst for action. Community leaders from all sectors came together focused on strengthening our quality of life. The work of these task forces will have an impact on generations to come,"

Brian Crombie believes in the benefit of a multi-sectoral approach to community, "Corporate, non-profit, education and labour all have different and equally valuable perspectives. The Summit provides a space where everyone can bring their skills and expertise to the table to benefit the community as a whole."

**Pre-Summit Interview Availability:**

The Summit Co-Chairs Brian Crombie and Shelley White are available for advance interviews and on the day of the Summit. Mayor McCallion and John Tory will be available for interviews from 3.45pm to 4.25pm at the event.

For more information, visit the **Mississauga Summit 2009** website at [www.mississaugasummit.ca](http://www.mississaugasummit.ca).

To arrange interviews in advance of the Summit, please call or email the media contact below:

**Media Contact:**

Carol Kotacka

[info@mississaugasummit.ca](mailto:info@mississaugasummit.ca)

416.845.0764