



#### **MEDIA CONTACT**

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### **The International Centre Selects MAVERICK as its First Preferred Service Provider for Public Relations**

Toronto, January 19, 2015 - The International Centre is pleased to announce its newest partnership, welcoming strategic communications and public relations firm MAVERICK to its list of Recommended Event Service Providers. With extensive media relations and event management expertise in the consumer, technology and corporate communications spaces, MAVERICK will work with International Centre clients to maximize the impact of their events.

"Public relations is a professional service that can increase the impact of an event exponentially," said Trevor Lui, Director of Operations & Sustainability. "Having MAVERICK on board as our first preferred vendor to provide these services ensure that we continue to offer the very best event management tools, and an unparalleled experience for our clients."

MAVERICK is an award winning Toronto-based boutique agency and named Canada's Small Agency of the Year in 2012 by the [IABC](#). Having achieved major successes with clients such as Toronto Eaton Centre, Miele Appliances, Veet, Durex, American Standard and countless others, they have partnered with The International Centre to provide public relations services to clients, and to ensure that events have a positive business outcome.

"PR is more than damage control or publicity," said Julie Rusciolelli, Founder and President of MAVERICK. "We help our clients make a positive impact by engaging with the right people at the right time. MAVERICK is a collective of communicators that cultivates credibility, and produces results that resonate."

This partnership showcases The International Centre's ongoing commitment to providing clients with the highest level of services and expertise possible to create exceptional experiences. The addition of MAVERICK to the Recommended Service Providers list further demonstrates its position as an integrated services facility and leading trade and consumer show venue.

Be sure to follow The International Centre on [Twitter](#) and [Facebook](#)...  
There's Something Happening Here!

#### **About MAVERICK**

A full-service communications firm based in Toronto with reach across North America and globally, MAVERICK is where credibility is cultivated and where results that resonate originate. The agency represents clients from various industry sectors including consumer, technology, consumer packaged goods, corporate and public affairs, health and wellness,

financial and professional services, government, and not-for-profit. Established 15 years ago, MAVERICK was named the IABC Canada Small Agency of the Year in 2012.

For more information visit [www.wearemaverick.com](http://www.wearemaverick.com)

**About The International Centre**

The International Centre boasts over 40 years of success as the leading trade and consumer show venue in North America, and one of Canada's largest privately owned multi-purpose conference facilities. Located at 6900 Airport Road, offering complimentary parking for over 5,000 vehicles and surrounded by more than 10,000 hotel rooms, The International Centre is easily accessible from any point in the Greater Toronto Area.

For more information visit [www.internationalcentre.com](http://www.internationalcentre.com).