



## Media Launch

Wednesday December 5<sup>th</sup>, 2012

8:45 am to 10:15 am

Kinnikinnick Gluten Free Bakery  
12586 129 Street Northwest, Edmonton

A Public Awareness Campaign Launch

# AGENDA

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9:00 AM – Premier arrives and tours promotion setup

9:12 AM – Ted Johnston, AFPA, President & CEO gives opening remarks and brief program overview

9:15 AM – Ted Johnston introduces the Honourable Alison Redford, Premier of the Province of Alberta

9:16 AM – Remarks from the Premier – the Honourable Alison Redford, Premier of the Province of Alberta

9:24 AM – Ted Johnston introduces Dave Rodych, Vice President Operations, Canada Safeway

9:25 AM – Remarks from Dave Rodych

9:31 AM – Ted Johnston introduces Lori Eil, Chair, Alberta Food Processors Association

9:32 AM – Remarks from Lori Eil

9:38 AM – Ted Johnston invites the Premier, Ms. Eil and Mr. Rodych to cut the ribbon to officially launch the BUY ALBERTA program.

9:40 AM – Ted Johnston closing remarks – Premier departs

9:45 AM – Refreshments, interviews and Industry networking

10:15 AM – End of BUY ALBERTA media launch