



A new opportunity

HCPRA and CPRS - *Together*

The HCPRA Executive is pleased to announce an exciting change for our organization.

On November 2, HCPRA will become part of the Canadian Public Relations Society (CPRS), providing our members with new networking, education and professional development opportunities - and much more.



All HCPRA members will automatically become CPRS members. They will also become part of CPRS's new Health Academy. The Academy will offer unique programming and resources, specifically for health care communicators.

What does it mean for HCPRA members?

We are retaining the very best of HCPRA within CPRS - while offering our members many new services as part of a larger PR association.

- Expanded education and webinar opportunities, including health-specific sessions through The Health Care Academy - beginning in December
- An annual PR conference, including the World PR Forum in 2016 in Toronto
- To ensure continuity, the HCPRA President will sit on the CPRS Board and executive members will sit on various committees. There are also leadership opportunities for all members through committee, council and roundtables volunteer work.
- The APR Accreditation program and the Public Relations Knowledge (PRK) Exam
- A national awards program
- An opportunity to join one of 14 local Member Societies for local networking and education, for an additional fee
- Extensive resources including publications, a national resource library, insurance solutions and career file
- Access to the Global Alliance for PR and Public Relations Society of America (PRSA) resources

"This is an exciting step in HCPRA's history. The HCPRA Executive has worked very closely with our colleagues at CPRS to create a new partnership that will benefit everyone and provide many new resources for our members.

Welcome to CPRS!

*-Judy Brown
HCPRA President*

Next Steps

- On **November 12 at 2:00 (ET)**, CPRS will host a short *Welcome to CPRS* webinar to provide an orientation to the Society and all that it offers to communications professionals.
- On **November 16**, all HCPRA members will receive a membership notice from CPRS in the mail. **Lock in your CPRS membership to March 31, 2017 for just \$235 plus HST.** There will be no initiation fee. As an added bonus, you will have the option to receive a complimentary one-year subscription to PRSA's PR Tactics (a \$110 value).

Questions? Contact the HCPRA office at info@hcptra.org or 613-729-2102