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## **For Immediate Release**

February 29, 2016

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## **Grey House Publishing Canada Announces the 2016 Edition of *Associations Canada***

Grey House Publishing is proud to announce the publication of the 37<sup>th</sup> edition of *Associations Canada*. This publication has been a valued reference tool for over three decades and provides the most comprehensive picture of Canada's non-profit sector, covering Canadian organizations and internal groups including industry, commercial and professional associations, registered charities, special interest and common interest organizations. It's an essential library and business resource that offers opportunity and guidance for success in a wide range of areas.

This annually revised compendium provides detailed listings and abstracts for over 20,000 regional, national and international organizations, enabling users to identify important information such as an organization's budget, founding date, scope of activity, whether it is a licensing body, sources of funding, executive information, full address and complete contact information, just to name a few.

In addition to its detailed entries, *Associations Canada* also provides powerful indexes to help researchers find information quickly and easily. The following indexes are included: subject, acronym, geographic, budget, executive name, conferences & conventions, mailing list and registered charitable organizations. Eight indexes offer a variety of ways to search not only for specific associations, but also for specific categories of associations. In addition to association listings, you'll find several valuable articles following the introduction, including:

- **Associations**, with historical background, types, and organization information;
- **Growing Associations Through Non-Dues Revenue—Is it Time to Re-Think Your Business Model?**
- **In Association Publishing “Look and Feel” is an Essential Consideration**
- **Social Media: Before, During and After the Event**

*Associations* are the go-to sources for what is trending, what is about to come on the scene, market outlooks, salary surveys, and more. Knowing who to contact for immediate and up-to-date information is key. In business, this resource will enable you to expand your network of contacts within your own industry across Canada, open contacts in new industries or markets,

and discover important associations to join. Whether you're building your network for your business as an entrepreneur or as an intrapreneur, this is a valuable resource for meetings and publications. If you're trying to get into the workforce, these associations are the first stop for building a great career-search strategy. What are the career opportunities within an industry? How much do they pay? What is their growth rate? What meetings and seminars are worth attending? Build knowledge and contacts that can lead to your next career step.

If you're in the journalism and media industry, these are must-have contacts for important fact-checking before publication, and for finding just the right source for an interview, as well as insight into news development. If you're in hospitality, you can find out who's hosting what event when and where. Fund your event attendance by planning well in advance and use this guide as a resource in order to do it!

This edition has a strong focus on charitable organizations and non-profits, boasting over 4,000 contacts; you will be able to discover possible partners in environmental, health, and educational campaigns that can benefit from collaboration, as well as who can sponsor fundraising events, and who has similar programs that can provide insights into building successful campaigns. Access the contacts that will give you the information and leads you need to take your work to the next level.

*Associations Canada* offers an unequalled collection of useful, industry-specific resources. Users of this guide can reach out to new customers through industry associations, directories, , and trade shows; find new ways to cut costs and improve efficiency through magazines, journals, and newsletters; and learn what their competitors are up to by visiting the latest, most important web sites. This updated 2016 edition includes: over 20,000 associations, nearly 35,000 executives, 2,110 meetings, 5,374 publications, 6,453 awards, 4,521 charitable organizations, and 891 foreign associations.

### **FREE 30 Day Online Trial**

*Associations Canada* is also available on our CIRC (Canada's Information Resource Centre) platform, so you can search for and sort this wealth of data in ways that work best for you: by location, association size, industry, keyword, and more. Search our 35,000 executives and instantly download lists for mailing or further research. Visit [circ.greyhouse.ca](http://circ.greyhouse.ca) or call 866-433-4739 to set up a free trial of the online database.

*Associations Canada* answers the need for well-organized, accessible business information to a wide variety of industries today. Suitable for market researchers, advertising agencies, job placement offices, career planning offices, public relations personnel, and business schools and colleges, this directory provides the information all industries need for guaranteed business growth.

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*Associations Canada, 2016*

Publication Date: February 2016 | Softcover | 2,150 Pages

ISBN: 978-1-61925-957-7

e-Book ISBN: 978-1-61925-958-4

List Price: \$449

Publisher: Leslie Mackenzie

Managing Editor: Stuart Paterson