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TOP 50 BOARD-READY CANDIDATES NAMED TO *DIVERSITY 50*, CANADA'S PREMIER DIVERSE DIRECTOR DATABASE

CBDC unveils results of nationwide search for qualified directors to boost diverse board-level representation in Corporate Canada

Toronto, ON, November 26, 2012 – The Canadian Board Diversity Council (CBDC) announced today the results of its first-ever national search for Canada's top qualified diverse candidates for corporate board of director appointments. The results were made public as part of the CBDC's premier *Diversity 50* database which provides a list of 50 men and women with strong qualifications that align with the requirements of many Canadian corporate boards.

Launched in April 2012, *Diversity 50* is a new resource for directors and search firms to access when seeking board candidates beyond their own networks. The database serves as part of the solution proposed by the CBDC to address the glacial pace of change toward increasing diversity on the boards of Canada's largest organizations, as noted in the CBDC's [Third Annual Report Card](#).

"This marks the first time that a group of leading Canadian CEOs has developed and vetted qualification criteria in collaboration with the Council. In turn, we collaborated with GMI Ratings (GMI), a leading provider of global corporate governance ratings and research. Canadian companies can become more globally competitive in part because their boards are comprised of the most qualified individuals who bring a wide range of skills, experiences and perspectives to the table," said Pamela Jeffery, Founder of the Canadian Board Diversity Council.

"I have experienced the value of diversity; in my opinion, diversity of opinion, background and perspective adds value to organizations of all sizes – we need to encourage diversity at all levels of every organization from the Board of Directors to the frontline employees," said Iron Ore Company of Canada President and CEO Zoë Yujnovich, one of *Diversity 50*'s participating CEO sponsors.

The 2012 *Diversity 50* includes a mix of men and women from New Brunswick, Québec, Ontario, Saskatchewan, Alberta and British Columbia. To meet the 2012 *Diversity 50* and review summary biographical and professional information for each candidate, please click [here](#).

The innovative search tool supports the CBDC's mandate to increase representation of visible minorities, women and Aboriginal Peoples at the boardroom tables of Canada's 500 largest organizations.

"We know from experience that having a diverse and inclusive workplace contributes to better business performance," said Frank Vettese, Managing Partner and Chief Executive at Deloitte, which played an integral role in guiding the selection process for *Diversity 50*.

There are six key differences that set *Diversity 50* apart from similar initiatives that have been tried in the past. In addition to the hands-on participation from nine Canadian CEOs and collaboration with GMI, *Diversity 50* is focused on visible minorities, women and Aboriginal Peoples. The initiative utilizes best-in-class criteria that addresses knowledge, skills and behaviors, a stringent selection process and leverages exclusivity from the small number of candidates selected.

"I believe that greater diversity throughout an organization makes an organization more effective. The diverse perspectives offered by our board members adds value to the Suncor organization; we believe it contributes to strong corporate performance," said Suncor Energy President and CEO Steve Williams, one of *Diversity 50*'s participating CEO sponsors.

In addition to Yujnovich, Vettese and Williams, the nine participating CEO sponsors of the *Diversity 50* initiative include several of the CBDC's 48 Members: TELUS President and CEO Darren Entwistle, HSBC Bank Canada President and CEO Lindsay Gordon, IAMGOLD President and CEO Steve Letwin, Coast Capital Savings President and CEO Tracy Redies, Norton Rose Global Chairman Norm Steinberg and Hydro Québec President and CEO Thierry Vandal.

For more information about *Diversity 50*, visit www.boarddiversity.ca.

About the Canadian Board Diversity Council

The Council is the leading Canadian organization advancing diversity on Canada's boards. The Council has the network, the forum for knowledge-sharing, the research and the tools to promote the best corporate governance practices. Founded in 2009, the Council has since grown to 48 Member organizations that are committed to greater diversity in the Canadian workplace. The Council believes that improved board diversity leads to improved financial performance and shareholder value.

The Council's Call to Action to boards is to replace at least one of every three retiring directors with a director of a diverse background, for Nominating/Governance Committees to consider three board-ready diverse candidates for each open board seat and for directors to sponsor board-ready candidates.

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