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pro bono PR work from FD Element?

From: VIVIAN KRAUSE <vivian.krause@me.com>
To: Gregor.Robertson@vancouver.ca
Cc: dana.bertrand@vancouver.ca, charlie@straight.com
Date: March 29, 2011 2:30:27 PM
[FD Element Mayor Robertson....jpg \(708 KB\)](#)

Mayor Robertson,

Further to my questions about Interdependent Investments Ltd., I would also like to inquire as to how FD Element has been paid for P.R. work that FD Element has done for you.

Have you received any pro bono work from FD Element?

As before, you or your staff can contact me at 604.618.8110.

Sincerely,
Vivian Krause



FD Acquires The Element Agency

Extends Presence into Canada with Leading Sustainability Firm

NEW YORK – January 15, 2009 – FD today announced the acquisition of The Element Agency, a leading Canadian strategic communications consultancy specializing in sustainability, issue advocacy, and corporate social responsibility (CSR) initiatives.

Established in 2003, Element serves businesses, governments, universities, non-governmental organizations and political candidates across North America. The Agency has won multiple awards for the pioneering use of online video in issue advocacy.

FD Element (as the company will be known) advises a diverse client base that includes global and Canadian brands such as AIG, EPCOR, Labatt and MGM MIRAGE, as well as NGOs such as the Canadian Boreal Initiative, the League of Conservation Voters and the David Suzuki Foundation. The firm also provides counsel to leading political campaigns, including the Ontario Liberal Party, and public officials, including Vancouver's newly-elected mayor, Gregor Robertson.

Consistent with FD's mission, FD Element is dedicated to helping clients solve business challenges, build reputations with key stakeholders and help corporate clients understand how communications can drive and protect the value of their organizations.

Ed Reilly, CEO of FD Americas said, "The addition of FD Element serves as a valuable extension of FD's footprint into Canada, strengthening our presence throughout the Americas. We have worked closely with Don Millar, Grant Draper and their experienced team for years, and now look forward to formally leveraging their vast expertise for clients across the Americas and network-wide."

"We are honored to join one of the most admired communications consultancies in the world," said Grant Draper, President of FD Element. "Our approach to corporate sustainability initiatives is consistent with the kind of forward-looking thought leadership FD offers to its clients."

"Joining the FD international network will allow us to take our creative and strategic issue advocacy services to the next level," said FD Element CEO Don Millar. "More corporations than ever understand the business case for sustainability and we look forward to expanding our offering around the world."

Source:

http://docs.google.com/viewer?a=v&q=cache:Ozk3w6zodLYJ:www.fdÖ22c8OD_K54p2oZtboEsB8&sig=AHIEtbSZoMhBdHaPF2nrxN1UxUeApLLroQ