

MEDIA RELEASE

For immediate delivery

LONGTIME CONSERVATIVE GOVERNMENT ADVISOR JOINS GROWING PROI WORLDWIDE TORONTO TEAM

(TORONTO – JANUARY 24, 2018) -- The team is expanding.

Award-winning Toronto-based Brown & Cohen Communications & Public Affairs, has added three new members to its growing public relations business, bringing together a unique blend of diverse political backgrounds.



1. MIKE WINTERBURN

Account Director Mike Winterburn, is a long-time political staffer with deep roots in both the Conservative Party of Canada and the Ontario Progressive Conservative Party. He served as a speechwriter for Prime Minister Stephen Harper and Ontario Premier Mike Harris, and as Director of Communications for several Cabinet Ministers.

“Brown & Cohen takes a unique, transparent and grassroots-driven approach to public affairs,” said Mr. Winterburn. “By working with diverse organizations, including not-for-profits, the firm leads as an ethical example of influence in government relations.”

Mr. Winterburn's political roots run deep, as he first volunteered in his home town of Kitchener on the 1985 provincial election campaign. He was elected President of the Ontario Progressive Conservative Campus Association in 1990, went on to work in the Harris government from 1995 to 2001 and continues to volunteer with the Party.

He also spent seven years in communications with leading organizations such as the Ontario Workplace Safety and Insurance Board, the Canadian Soccer Association, the University of Waterloo and AstraZeneca.

2. DARSHA JETHAVA

Joining the company as Account Coordinator is Darsha Jethava. She is an NDP member who worked at CBC Radio and was president for three years of the Ryerson University Chapter of Journalists for Human Rights.

"Mike and Darsha bring unique perspectives to our public affairs team and all our clients will benefit from their experience and judgement," said Howard Brown, President of Brown & Cohen. Mr. Brown launched his own career in Ottawa working with the Pierre Trudeau Liberal government and was recently announced as a 2018 inductee into the Liberal Party of Canada (Ontario) Hall of Fame for a variety of roles he has played over the years.

3. DAMALI THOMAS

Damali Thomas joins Brown & Cohen as Social Media Account manager. She previously held similar responsibilities for a Canadian startup and holds a Masters of Education and Digital Technology degree. She will take the lead role in the creation of multi-channel social platforms and digital marketing programs for clients.

"Social media and digital marketing is becoming a bigger part of our business and Damali will provide bold and creative thinking to keep our clients ahead of the competition," said Brown & Cohen CEO Kim Cohen, MBA, who brings an international perspective to the firm from her early roots at top companies and universities in Philadelphia, New York and Washington.

Brown & Cohen is one of only two Canadian companies that is part of PROI Worldwide. PROI Worldwide is on five continents and is the world's longest-running partnership of public relations agencies with over 70 companies, 5000 employees, and 6100 clients.

Brown & Cohen, which was founded in 1991, is regularly asked by the media to comment on public policy issues.

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