



Canadian
Anti-Counterfeiting
Network

Réseau
anti-contrefaçon
canadien

For immediate release

Media Advisory – Canadian Anti-Counterfeiting Network Launches 2010 Reality Tour Media Briefing in Advance of Holiday Season

Toronto, October 27, 2010 – The Canadian Anti-Counterfeiting Network (CACN) will hold a media briefing in Toronto on Monday November 1, 2010 to highlight the significant problem of product counterfeiting and piracy. The media briefing will also mark the launch of CACN’s 2010 Reality Tour, a cross country training seminar for law enforcement, border services officials and retailers.

Counterfeiting costs the Canadian economy billions of dollars each year, endangers people’s lives and in some cases, supports organized crime. In advance of the holiday season, CACN will urge consumers to buy the real thing. CACN will also unveil a “check it twice” list of tips to help consumers identify counterfeit products.

What: Media/Photo Opportunity – Seized counterfeit products on display
Launch of 2010 Reality Tour

Who: Members of the Canadian Anti-Counterfeiting Network including representatives from the RCMP; available for interviews and statements to the media.

When: November 1, 2010. 10:00 am EST

Where: METRO Room, Sheraton Centre Toronto, 123 Queen Street W.

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For more information about CACN, visit www.cacn.ca, or contact:

Julien Lavoie, CACN Public Relations
416-860-7171 ext. 248
jlavoie@theesa.ca