



CANADA'S MOST RESPECTED PROGRAM ANCILLARY AWARDS

FOR IMMEDIATE RELEASE

Toronto, Ontario – Wednesday, February 17, 2021 - DART Insight and Communications (DART I&C) announced today that it is expanding the awards within its Canada's Most Respected Award Program. The bedrock of the program is comprised of a series large sample national surveys that measure the respect given by the Canadian public to corporations in various sectors. A rigorous, scientific scoring system produces a ranked order with the top entity then being eligible to use the "Most Respected" moniker and a unique logo.

Jeff Munn, Executive Director of the Canada's Most Respected Award Program, indicated that depending on the closeness of the results, up to three others immediately adjacent to the category leader may now be eligible to be named as "One of Canada's Most Respected" with the use of an ancillary logo.

"The feedback on the program has been tremendous and we are taking steps today to recognize additional examples of outstanding organizations who have worked hard to earn respect within their industry. If ever there was a time to display deep admiration for leadership, it's now during these challenging times." he said.

The ancillary award logos to be used by eligible organizations are below:



More information about the program can be found at www.canadasmotrerespected.com

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