USA-Canada Campaign
Planning 2011-2012

Campaign	Activities	2011				2 0 1 2											
		Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Launch	Fashion Week Sponsorship	NYC															
Online	Web Site, FaceBook & Twitter																
	Holiday Satellite Media Tour																
	Virtual Blogger Holiday Party																
	Add Some Life to your diet Pledge																
	Eat Tweet Recipe Contest																
News Bureau	On-going Media Relations																
	Add some life (New Year New Ingredients)																
	Add Some Life - Summer Flavours																
	Add Some Life - Add Some Color																
Events	Tasting Toronto																
	Tasting New York																
	Tales of Cocktail Conference											New Orleans					
Health & Nutrition	On-going Media Relation																
	American Dietetics Association Conference	San Diego															
	Sports Cardiovascular & Wellness Nutrition Conference								Baltimore								
	Dietitians of Canada National Conference										Toronto						
	Influencer Newsletter																