

MEDIA RELEASE

November 1, 2011

Tom Olsen joins Earnscliffe Strategy Group Alberta

Edmonton, AB – Michael Robinson, President of the Earnscliffe Strategy Group, Canada's oldest independent government relations firm, today announced the addition of Tom Olsen to the position of Principal and practice lead in the Alberta marketplace.

"We are delighted to have an individual of Tom's calibre join our company as we continue our dynamic growth across Canada. With 25 years of experience in the related worlds of media and public affairs, Tom is the right leader to enhance our service offering to clients from Alberta and right across the country," said Robinson.

Tom led communications for the Progressive Conservative Party of Alberta through its 2011 leadership campaign where Premier Alison Redford was elected. Before that, he served as Director of Media Relations for the Alberta Premier, providing communications support and advice in Alberta, across Canada and on missions to the Middle East, Europe and Asia.

As Director of New Media and Internet Communications for the Government of Alberta, Tom oversaw the development of social media platforms within the provincial government, and the implementation of the province's first social media policy. A respected journalist, Tom had previously served as Alberta Legislature bureau chief for the Edmonton Journal and Calgary Herald, and political affairs columnist for the Calgary Herald, providing analysis and commentary on Alberta politics. He is also a regular commentator on television and radio.

Earnscliffe looks forward to Tom's combination of political experience with senior knowledge of the news media in support of clients navigating the public and government dynamics in Alberta.

About Earnscliffe

Founded in 1989, the Earnscliffe Strategy Group is independently owned and operated with offices in Ottawa, Toronto, Edmonton and Vancouver. The leadership team includes former government policymakers, business leaders, academics, award-winning journalists and opinion-researchers. Only senior principals do the work for our clients. When you hire us, you get us. The forces that impact public policy are more diverse than ever. Earnscliffe understands these forces and how they operate from the inside because we've been there.

Our professionals are trusted advisors to the top levels of government, business, politics and the media. For more information on Earnscliffe, please visit www.earnsccliffe.ca

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