



MEDIA ALERT

Toronto, April 10, 2008

FOR IMMEDIATE RELEASE

**Women of Influence Luncheon Series Features Debbie Travis in Toronto,
April 11, 2008**

*National luncheon series profiling the accomplishments of successful Canadian women
to inspire guests with home design and decor icon*

Media are invited to attend the **Women of Influence Luncheon Series** featuring home-décor diva and TV personality **Debbie Travis**, on **Friday, April 11, 2008 at 12 p.m. at the Metro Toronto Convention Center** (north building), Toronto. Travis will share her success story and impart advice from her experiences to over 1000 guests, already committed to attend the popular luncheon.

A highly anticipated speaker in the series lineup, Debbie Travis will tell her inspiring story—one that took her from model to world renowned author, journalist, TV producer/personality and home design star. Her product line for Canadian Tire, The Debbie Travis Collection, is quickly approaching the one hundred million dollar mark. Even with a variety of projects on the go, Debbie makes time for giving back and was chosen to be spokesperson for the Breast Cancer Cure Foundation. Not one to shy away from a challenge, Debbie Travis took on the Micchu Picchu trek in Peru to support the Arthritis Society this past summer. A true go-getter, Travis is bursting at the seams with advice and experiences to share as women become inspired over lunch.

Originally launched in Toronto in 1994 by The PowerPoint Group, the Women of Influence Luncheon Series has profiled over 150 accomplished Canadian women—among them Roberta Bondar, Kim Campbell, Heather Reisman, Sonja Smits, and Belinda Stronach—and inspired over 500,000 attendees through its unique program. The Women of Influence Luncheon Series offers the opportunity for the most current opinion leaders to share their experiences, opinions, advice, and inspiration with like-minded Canadian women.

Designed to fit into the constraints of the busy workday, the luncheon runs from 12:00pm to 2:00pm, with registration beginning at 11:15am, at Metro Toronto Convention Centre (North Building, Lower Level Room 106). With more than 1000

tickets already sold (at a 'well-worth it', \$80.00 plus taxes), the Women of Influence Luncheon Series is set to host a packed house with Debbie Travis.

Event details for The Women of Influence (WOI) Luncheon featuring Debbie

Travis:

Why: To offer an environment conducive for women to network, be entertained and learn with shared stories by home design icon, Debbie Travis.

When: Friday, April 11, 2008
Reception and registration, 11:15-12:00pm;
Luncheon, 12:00pm to 2:00pm.

Where: Metro Toronto Convention Centre, North Building, Lower Level Room 106, Toronto

To register: call (416) 923-1688 or fax (416) 923-2862.

For information about the WOI luncheon series, visit: www.womenofinfluence.ca

About Women of Influence Luncheon Series

Now in its 14th year, the Women of Influence Luncheon Series brings together Canadian businesswomen through a series of luncheons complete with highly regarded guest speakers. With a wide range of influential Canadian women sharing their experiences and advice, the luncheons offer the opportunity to learn, entertain, share and network. Originally launched in Toronto by The Powerpoint Group, the program has since expanded to include Vancouver, Calgary, Ottawa, and a French speaking series in Montreal.

To attend the Women of Influence Luncheon Series, guests may register by calling: Toronto (416) 923-1688, Montreal (514) 521-8700, Toll Free: 1 (800) 354-3303.

About The Powerpoint Group

The Powerpoint Group is an event and marketing communications firm that has been specializing in women since 1994. Originally created to fulfill the needs of the Canadian businesswomen, The Powerpoint Group has since launched a series of events focused on creating opportunities for women to inspire and guide each other towards success. Such events include the Women of Influence Luncheon, the Canadian Woman Entrepreneur Awards and the Women of Influence Golf Tournaments.

The Powerpoint Group also offers event management services and marketing consulting. With the objective of being "the voice of influential women", The Powerpoint Group helps clients efficiently access the women's market. www.powerpointgroup.com

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Media

For more information, to request attendance to cover this or any Women of Influence luncheon, or for interview opportunities with speakers or President Carolyn Lawrence, please contact: Candice Best/Best PR Boutique, (416) 366.2378 x2000 or (416) 525.1332, candice@bestprboutique.com or Sydney Huston/Best PR Boutique, (416) 366.2378 x2001.