



FOR IMMEDIATE RELEASE
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AAU APPOINTS NEW EXECUTIVE DIRECTOR

HALIFAX, NS - The Association of Atlantic Universities (AAU) has appointed senior public affairs consultant Peter Halpin, APR, Halifax, NS, as its new Executive Director. His appointment is effective December 1.

Mr. Halpin will manage the AAU's overall strategic and operational functions on behalf of the region's seventeen universities. In addition, he will provide similar services to the Council of Nova Scotia University Presidents (CONSUP).

Wade MacLauchlan, Chair, AAU, and President, University of Prince Edward Island, said that Mr. Halpin will lead the advocacy activities of the AAU, promoting the interests and value of higher education with governments, the general community and strategic partners regionally and nationally.

Mr. Halpin has spent the past 16 years with Corporate Communications Limited (CCL), Halifax, NS. CCL is Atlantic Canada's largest public affairs and strategic marketing communications consulting agency. He served as vice-president, CCL Public Affairs, specializing in public affairs management, marketing communications, crisis and risk communications and news media relations. During his consulting career with CCL, Mr. Halpin has provided strategic public affairs counsel and services to numerous international, national and leading regional private and public sector organizations, including many AAU member institutions.

In addition to AAU advocacy activities, Mr. MacLauchlan said Mr. Halpin will focus on "ensuring public visibility for the important role Atlantic universities play in preparing future leaders of our communities, in path-breaking research and innovation, and in contributing to the economic prosperity and quality of life of the Atlantic region."

The AAU <http://www.dal.ca/aau> has highly collaborative initiatives in faculty development, regional innovation and outreach.

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For further information, contact:

H. Wade MacLauchlan
President and Vice-Chancellor
University of Prince Edward Island
Phone: (902) 566-0400 or (902) 393-9233
Fax: (902) 628-4311
E-mail: hwm@upe.ca

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