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FOR IMMEDIATE RELEASE

ASQ Canada Proclaims November as World Quality Month in Canada

Winnipeg, Manitoba **October 24, 2011**– ASQ Canada proclaims the month of November as Canada's World Quality Month. Last November, ASQ celebrated the inaugural World Quality Month as an international awareness campaign that focuses on the importance of quality, continuous improvement and excellence in all sectors.

As citizens of Canada, we recognize the legacy of quality influencing our lives. Quality impacts people, systems, technologies and their environments, locally, regionally, nationally and internationally. Our proclamation centers on one continuous theme . . . *quality of life for all our lives*. ASQ Canada proclaims:

CANADA WORLD QUALITY MONTH

- WHEREAS** a commitment to total quality and quality of life is fundamental to our country's long term social and economic welfare; and
- WHEREAS** quality of life for all our lives is an essential component generating success and achievement in a wide field of endeavours for Canadians; and
- WHEREAS** each and every one of us must work together to promote and exceed a high standard of excellence in the non profit, private and public sectors to help ensure Canada's long term prosperity and success; and
- WHEREAS** concerned Canadians are committed to individual and community values ensuring that our well-being and quality for life for all our lives is at the foundation cornerstone of community development, capacity building, sustainability, community engagement and, in collaboration with non profit, business, health care, education, labour and government sectors, to enhance the social and economic development for Canada; and
- WHEREAS** Canadians proudly join together with other organizations, leaders, and stakeholders in the Global Quality Community in promoting quality and sponsoring activities in support of this national and international awareness campaign;

NOW THEREFORE BE IT KNOWN THAT I, Barry W. Colby, Ambassador and Quality Advocate, ASQ Canada and ASQ Division Affairs Council, in the Province of Manitoba and the City of Winnipeg, do hereby proclaim November, 2011 as

CANADA WORLD QUALITY MONTH

And commend all participants for their contributions to all our communities and urge each and every citizen of Canada to observe this important month.

About ASQ

ASQ (www.asq.org) is a global community of people dedicated to quality who share the ideas and tools that make our world work better. With millions of individual and organizational members of the community in 150 countries, ASQ has the reputation and reach to bring together the diverse quality champions who are transforming the world's corporations, organizations and communities to meet tomorrow's critical challenges. ASQ is headquartered in Milwaukee, Wis., with national service centers in China, India and Mexico. Learn more about ASQ's members, mission, technologies and training at www.asq.org.

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