

**Recognizing an Industry Leader:
nabs & McCann Canada Announce the Peter Vaz Memorial Scholarship**

Toronto, ON – October 23, 2019

On October 9, we lost a champion of our industry, two years and ten months following his diagnosis of ALS. But, with the establishment of the Peter Vaz Memorial Scholarship, Peter Vaz' passion, dedication and commitment will continue to inspire for generations to come.

Today, nabs and McCann Canada proudly announce the Peter Vaz Memorial Scholarship, designed to support new members of our digital industry.

Peter dedicated more than 25 years to the advertising business and last served as Vice President, Director of Channel Engagement at McCann. After his diagnosis, nabs provided support to Peter and his wife, Susan. With nabs and industry support, the Vaz residence was made accessible so that Peter's wish to be cared for at home could be realized. Two years ago, Peter participated in a live #nabsday event to speak about his diagnosis <https://www.youtube.com/watch?v=oJH3gHWJkbc>.

"Peter was a leader, a business driver and an all-round wonderful human being," said Ryan Timms, President of McCann Canada. "He spent 23 years with the McCann and Mediabrands family. And, over those two decades, Peter went above and beyond for his team and for our industry. Every single one of us who had the opportunity to work with and get to know him are better off for it. We are proud to continue Peter's legacy and impact through the establishment of this scholarship."

"Working closely with Peter over the past two years following his diagnosis, I became very aware of what an ALS diagnosis means," said Louise Berube, Director, Allocations & Services at nabs. "Peter's awareness, acceptance, good heart and courage were shining examples of Peter's ability to move forward. Peter took charge of his diagnosis, using the best of technology and lived life to the fullest. His sense of humour and smile served him well until his last moments. This scholarship honours Peter's many qualities that were admired by all who came in contact with him throughout his career in our industry."

Peter was a life-long learner, mentor and friend to many.

The Peter Vaz Scholarship is established to develop key digital skills of future industry leaders. The scholarship will be awarded annually to applicants who are keen to advance their digital careers. The application window opens January 2020. A panel of industry professionals will review submissions. Scholarships and bursaries will be awarded in February 2020.

nabs is honoured to have played a role in helping maintain Peter's quality of life. nabs consulted Peter about the memorial scholarship plan. He was humbled by the recognition from an industry he was so passionate about.

Donations in Peter's memory, and to continue his memorial scholarship legacy over the longer term, may be made here: [Peter Vaz Memorial Donation](#). Notes of condolence may be sent to Louise Berube lberube@nabs.org and she will ensure they reach Susan.

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About nabs Canada

At nabs we put people first. Established in 1983, nabs is a national charity created to support the health, the well-being and the development of all individuals in the media, marketing, production, and communications industry. Over our 36-year history, nabs has assisted nearly 50,000 individuals and re-invested over \$8 million in direct financial support. nabs programs and services are 100% funded through philanthropy thanks to the generous donations from individuals and corporations. Our goal is to be our industry's charity of choice while being the voice and champion of our industry's human capital. Our support-line is 1-888-355-5548.

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