**FOR IMMEDIATE RELEASE**

**April 4th, 2019**

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**[ORGANIZATION] TO PARTICIPATE IN FOURTH ANNUAL GLOBAL MEETINGS INDUSTRY DAY ON THURSDAY APRIL 4TH, 2019**

**[City]** – On April 4th, 2019, [Organization] joins organizations across six continents to support the fourth annual Global Meetings Industry Day (GMID). GMID, led by the industry advocacy coalition Meetings Mean Business (MMB) and Meetings Mean Business Canada (MMBC), showcases the proven value that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions bring to businesses and the economy.

According to the recently launched Global Economic Impact Study, Canada ranked 6th out of the top 50 countries with $33 Billion in direct spend, 229,000 direct jobs and $19.3 billion of direct GDP.

To shine a light on these results amongst many others, GMID brings together thousands of industry professionals and third-­party allies to host rallies, educational panels, networking sessions and more.

[Details on Organization’s GMID participation]

 [Quote from Organization’s leader]

"**Meetings provide a critical source of business revenue, jobs and taxes. They also stimulate legacy investments by funding social projects & community initiatives. Outside of the results driven by business meetings, the events and meetings industry creates hundreds of thousands of jobs, generates billions of dollars of revenue and supports communities across the country.”** -Heidi Welker Chairperson of Meetings Mean Business Canada

GMID was created in 2016 to raise the profile of the meetings and events industry, and last year, involved meeting professional organizations, association chapters, corporations, destinations, elected officials and business leaders. Events will be held throughout North America, Latin America, South America, Europe, Africa, Asia and Australia.

*To learn more about GMID, click* [*here*](https://www.meetingsmeanbusiness.ca/gmid) *for information and resources. Participate in the digital conversations by following* @MtgsMeanBizCA *on Twitter, using #GMID19.*

**About [Organization]**

[Boiler Plate Language]

**About Meetings Mean Business Canada**

Meetings Mean Business is the single advocacy voice of the meetings industry in Canada. Our key focus is to communicate the importance of these business events to stakeholders across the country in order to promote investment to ensure our industry prospers.

Through our relationship with the Tourism Industry Association of Canada (TIAC), we communicate the economic and social value of face­-to-­face meetings and business events to elected officials at all levels of government. This is intended to assist our leaders in government as they shape policy and legislation to grow the industry across Canada.