

## **DON SAVARIA**

Don was elected to the Board of Directors in 2023. He is President of *Savaria Public Relations Inc.*, a consulting firm specializing in public relations, issues and crisis communications. He is one of Western Canada's most respected business communications professionals with 50 years of experience.



VP of Brown Communications Group from 1999 to 2007, Don was responsible for managing the Saskatchewan operations. He was also a senior counsellor and strategist. Prior to that, at Canada Life and Crown Life, Don was AVP Communications, responsible for all internal and external communications programs including sponsorship of the Canadian Olympic Committee and 1998 merger of the two companies.

Before arriving in Saskatchewan in 1987, Don worked with the Alberta Public Affairs Bureau where he was Communications Director responsible for the communications planning, issues of management, public relations and advertising programs for the Attorney General's department and the Department of Energy and Natural Resources. In 1987, he joined SaskTel as General Manager of Public Affairs and Advertising.

Over the years, Don has built trusted relationships with clients such as the Saskatchewan Union of Nurses, Pharmacy Association of Saskatchewan, Pine Lodge Addiction Recovery, Hospitals of Regina, YMCA, Conexus Credit Union, and the First Nations University of Canada. In 2011, Don received a Vice Regal Commendation for service rendered to the Office of the Lieutenant Governor.

Don grew up in South Africa, Regina, and Montreal and has earned his Bachelor and Masters degrees in Communications (University of Montreal 1972, UBC 1974). He is also a graduate of the University of Western Ontario's Executive Program.