



## CANADA EXPERT

In May 2004 BopStar-PR (formerly Be-Bop Communications) celebrated its eighteenth anniversary as an independent publicity firm, a remarkable track record by any standard, but especially so in the competitive, cutthroat world of public relations. Founded in Toronto in 1986 and now based in New York City, the company, while focusing its energies on family entertainment clients, will continue to represent special projects in Canada, where company founder/president Mary Lenore Arsenault was honored in 2001 as "Best Independent Publicist" by the Canadian Music Association. That award winning year alone saw Arsenault spearhead high profile campaigns for a number of indie artists, including Oh Susanna, teen sensations VIP and retro swing avatar Big Rude Jake. These clients joined a who's who Be-Bop/BopStar roster that included venerable concert venues such as Roy Thomson Hall and Massey Hall, Ontario Place, Walt Disney Records, the JUNO Awards, the People's Comedy Festival and The Childrens Group (Classical Kids). As well the company is in its second decade of representing Frank Marino and Mahogany Rush.

With clients such as these, it's no surprise that Arsenault has cultivated long-term relationships with every major television network, magazine and daily newspaper in Canada. Over the years Be-Bop/BopStar has consistently secured "national star"-level media coverage for emerging independent artists in its fold. An associate put it most succinctly: "People call you when they are looking for a PR powerhouse."

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