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HPBA Canada welcomes Adam de Caire as Director of Public Affairs

Port Sydney, Ontario (March 5, 2018) - HPBA Canada is pleased to welcome Adam De Caire, who joins the staff team as Director of Public Affairs.

In this capacity, Adam will have a focus on supporting the government relations and communications priorities of HPBA Canada.

Adam is an experienced public sector leader with a strong background in public policy leadership, government and stakeholder relations, and strategic communications. Before joining our team, Adam served in a number of increasingly senior roles, both in government and the not-for-profit sector.

Most recently, Adam served as the Chief of Staff to Ontario's Minister of Seniors Affairs, during which time he oversaw both the transition of the portfolio from a secretariat to a full stand-alone ministry, as well as the successful development and roll-out of *Aging with Confidence*, Ontario's \$155 Million Action Plan for Seniors.

Prior to this, Adam's roles have included Director of Regional Outreach for the government's Caucus Service Bureau; Senior Manager of Government Relations for the YMCA of Greater Toronto, one of Canada's oldest and largest charities, and Director of Outreach for the Mayor of Ottawa.

Adam is eagerly looking forward to meeting members from across the country, and supporting the needs and priorities of the Association. He joined our team on Monday, February 26th and will travel to Nashville with us next week to attend the Hearth, Patio & Barbecue EXPO.

About the Hearth, Patio & Barbecue Association of Canada (HPBAC)

The Hearth, Patio & Barbecue Association of Canada (HPBAC), based in Port Sydney, Ontario, is the Canadian industry association for manufacturers, retailers, distributors, representatives, service firms and allied associates for all types of barbecue, patio and hearth appliances, fuels and accessories. The association provides professional member services and industry support in education, statistics, government relations, marketing, advertising and consumer education.

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