

## VALÉRIE BEAUCHESNE APPOINTED DIRECTOR, MEDIA CREATIVITY OF LA PRESSE

**Montréal, April 26, 2021** – La Presse is pleased to announce that Valérie Beauchesne has been appointed Director, Media Creativity, a new position created to pursue the development and diversification of advertising products at La Presse.

In addition to leading, supporting and supervising her team, Valerie will also work closely with other departments at La Presse to ensure the marketing of innovative and effective products and develop relevant media solutions for advertisers.

Very active in the industry, she was until recently a member of the *Conseil des Directeurs Médias du Québec (CDMQ)* as Vice-President. Among other things, she collaborated in setting up the "*Mouvement média d'ici*" project. Several campaigns to which she contributed received nominations or awards at the *Media Innovation Awards* and the *Prix Médias* (now *IDEA*).

"Her vast knowledge of the media, her involvement in the industry and the creativity and boldness she has demonstrated since the beginning of her career make Valérie an undeniable asset for La Presse," explains Émilie Goudreau, Senior Director, National Sales and Media Solutions.

Prior to joining La Presse, Valérie was Vice President at Havas Media, an advertising agency present in more than 140 countries and offering media, programmatic buying, experiential marketing and social networking services. She was also Media Director at Sid Lee and bleublancrouge, where she was responsible for the integrated strategic direction of all the agency's accounts.

"I have always admired La Presse's position as a forerunner and leader, its willingness to reinvent itself and to push the limits of its medium without ever skimping on the quality and integrity of its product. More than ever, La Presse's role in the local media ecosystem is crucial. I am honoured to be able to contribute to its influence and advancement and I hope to be able to put my passion for the media at the service of its creativity," concludes Valérie Beauchesne.

She will assume her new duties on May 5, 2021.

### **About La Presse**

La Presse is the French-language media outlet of choice for Canadians and is an independent Quebec institution operating in a not-for-profit structure. Its mission is to produce quality information accessible free of charge to the largest possible audience. Its content is distributed on several platforms including, tablet app, mobile app and website available across all digital platforms. Recipient of numerous awards for the quality of its content and design, La Presse is known for its distinctive, rich and diversified coverage of news and current events. La Presse is also known for its in-depth investigative series,

special reports, as well as the voice it lends to important discussions within the Opinions section (Débats) across all its apps and platforms.

– 30 –

### **Information**

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