



FOR IMMEDIATE RELEASE

June 3, 2019

Kimothy Walker Communications Inc (KWC Inc.) Announces During Canadian Export Challenge a New Las Vegas Office in a Globally Focused Strategic Partnership

Ottawa, ON – KWC Inc., a full-service marketing and communications firm, is going global with a new brand, **Tiger Lily Marketing**, more than 20 senior consultants, and a strategic partnership with Las Vegas' Magellan Marketing and Ottawa's Winston Wilmont. Tiger Lily Marketing's Founder and CEO Kimothy Walker made the announcement at the 2019 Canadian Export Challenge (CXC), where she is a member.

CXC is a 1-day global accelerator and pitch competition tour presented by Startup Canada, in collaboration with UPS, Export Development Canada, and the Canadian Trade Commissioner Service.

As a member of the Global Entrepreneur Cohort, Tiger Lily Marketing's Kimothy Walker is pitching to win \$2,500 and an expense-paid trip to Toronto for CXC's final showdown, where they will face-off against representatives from across Canada to win an additional \$25,000 and up to \$100,000 in in-kind scaling support.

Kimothy Walker says "CXC seemed like the perfect place to announce our new firm and new strategic partners in Ottawa and Las Vegas. In addition to our current team of consultants, we are proud to announce an alliance with the former VP of Marketing for Las Vegas Tourism, Michael Goldsmith. We are also forging an alliance with the Founder of Ottawa's Winston Wilmont, Chris Day, who brings vast national and international experience after his work in senior roles at both Foreign Affairs and Immigration."

"As the most connected G7 country with the greatest ease of doing business, Canadian entrepreneurs have a global advantage out of the starting gate," said Victoria Lennox, Co-Founder, and President of Startup Canada. We are thrilled to see companies like Tiger Lily Marketing in the Global Entrepreneur Cohort and we aim to provide them with an increase in export-readiness, accelerated access to global markets, and support to 'own the podium' globally."

Kimothy Walker, a former network TV anchor and producer of 25 years, has been bringing together executive level consultants to provide clients what they need, when they need it through KWC Inc. and Ottawa Media Group (OMG) since 2014. Now going global with Tiger Lily Marketing, Kimothy is assisting clients who require strategic business development supported by effective marketing strategies and integrated services—from strategic planning and crisis communications to video production, social media and website development. Her team, with the

combined experience of hundreds of years, has deep connections in Canada and around the world.

About Magellan Marketing: Michael Goldsmith is a respected industry veteran with more than three decades of strategic destination marketing and management, aviation, hospitality and global tourism development experience. Working with some of the most recognizable travel brands in the world, Michael has established a network of accomplished professionals to provide guidance, counsel and thought leadership to destinations and entities looking to create economic opportunities through tourism in a strategic, responsible and sustainable manner. Michael is a prolific global traveler and frequently shares his knowledge and experience as a featured speaker and panelist at international conferences and events.

About Winston Wilmont: Winston-Wilmont, Inc. is a bilingual, boutique consultancy specializing in integrated marketing communications, public relations and issues management, government and regulatory affairs, and event management and support. Founded by Chris Day in 2016, Winston Wilmont benefits from his extensive executive-level experience in the public, private and not-for-profit sectors. Chris has worked in and/or travelled to 77 countries on six continents including work with both Foreign Affairs and Immigration as a senior government advisor and as such forged deep connections around the world. Based in Canada's capital city, Winston Wilmont has the knowledge and expertise to help global clients find success however they define it. Winston Wilmont adds value at every client interaction as part of its brand promise. A member of Ottawa Tourism, Winston Wilmont's Live Local and Capital Concierge business lines operate at the intersection of business and leisure travel, with a focus on forging meaningful connections and creating memorable experiences.

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About the Canadian Export Challenge

The Canadian Export Challenge is a Startup Canada Program in collaboration with UPS, Export Development Canada and the Trade Commissioner Service to support entrepreneurs to become export-ready, connect with the trade and global growth ecosystem, and to gain global exposure through a series of 1-day accelerator events, digital programs, pitch competitions, and an online community. Learn more at startupcan.ca/exc.

About Startup Canada

Startup Canada is Canada's entrepreneurship organization. Startup Canada promotes and supports the success and growth of Canada's 2.3 million entrepreneurs, with a mandate to foster economic growth, competitiveness, and prosperity through entrepreneurship. Since launching, Startup Canada's programming has directly supported more than 200,000 entrepreneurs and 50 grassroots Startup Community organizations. Working with over 750 ecosystem partners, including accelerators, incubators, research parks, educational institutions, economic development agencies, associations, and government programs, Startup Canada serves entrepreneurs from all backgrounds, industries, and stages of development, with a network reflective of Canada's diverse population. Learn more at startupcan.ca.