

ALLANAH MOONEY - Director of Marketing, Strategic Development

With twenty years experience in public relations, communications and corporate community investment, Allanah brings significant strategic planning and social marketing skills to the company. She spent eight years with the National Hockey League in Business Development and Community Relations roles for the Calgary Flames and Vancouver Canucks. As Community Relations Director for the Canucks, she developed community partnerships and programming for the team, directed off-ice player appearances, produced fundraising events and managed the image of the team in the community. As producer for the Canucks for Kids Fund Telethon, Allanah increased revenue from \$500,000 to \$1.2 million over two years through new segments, sponsorship arrangements and incentive items. Since leaving the Canucks, Allanah has worked as a communications consultant for socially responsible companies and non-profits, including Sarah McLachlan Music Outreach, the World Junior Hockey Association and Teck Cominco. She has also collaborated on projects for BC Children's Hospital, Canuck Place and Trinity Western University. She has a proven track record creating successful partnerships and promotions, and extensive experience producing television segments, commercials and videos with an emphasis on fundraising and community investment programming. Her content and distribution models are designed to generate a return on investment for clients.