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PROFESSIONAL WRITERS ASSOCIATION UNVEILS NEW NAME, NEW LOOK, NEW ATTITUDE

The organization formerly known as the Periodical Writers Association of Canada (PWAC) has a new name: the Professional Writers Association of Canada. PWAC also has a new logo, which will be officially unveiled at the organization's National Conference, scheduled for Ottawa, May 11 – 15, 2006.

"The term 'periodical' refers specifically to newspapers and magazines," states PWAC president Gordon Graham. "While our members do write for papers and magazines, they are also hired to produce corporate materials, press releases, speeches, annual reports and other kinds of writing. We felt the term 'professional' was a more accurate and inclusive way of describing what we do."

"We've always been a professional organization; now our name will reflect it," adds Graham.

A new logo was solicited for PWAC, to complement the organization's new name.

"We held an open vote among all our members to select the new logo, from a series of submissions we received," says Graham. "We're confident that our new logo, like our new name, depicts the professionalism of our members while respecting the heritage of our association."

With nearly 600 members active in 23 chapters, PWAC is Canada's premier organization for freelance non-fiction writers. For more information, please visit www.pwac.ca <<http://www.pwac.ca>> .

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The Professional Writers Association of Canada Annual Conference will be held at the Ottawa Delta Hotel. For more information on PWAC or the conference, please contact Clare Leporati at cleporati@pwac.ca.

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