



PRESS RELEASE

**The 2014 Women of Distinction Awards:  
Barry F. Lorenzetti and the YWCA Montreal and Its Foundation  
Join Forces to Build a Better Future for Women and Girls**

**Montreal, May 5, 2014** – The YWCA Montreal and its Foundation are pleased to announce that Barry F. Lorenzetti, president, CEO and founder of BFL CANADA, has agreed to be the honorary chair of the 2014 Women of Distinction Awards, on September 30, at the Palais des congrès de Montréal.

Passionate and ambitious, Lorenzetti had always dreamed of creating his own business. He founded his insurance brokerage firm in 1987, in a small office on McGill College Street, in downtown Montreal. Today, under Lorenzetti's management, BFL CANADA is the largest employee-owned insurance brokerage firm in Canada. The company also provides services in over 120 countries through its international partnership with Lockton Global. BFL CANADA's unique, independent structure is an advantage in today's environment, fostering a culture that encourages ambition. Not surprisingly, the firm has ranked twice among the 50 best-managed private companies in Canada, and in 2012 Lorenzetti received the CIP Society National Leadership Award for exceptional leadership.

In addition to being a successful entrepreneur, founder and CEO, Lorenzetti is a quiet philanthropist and true believer in giving back to the community. After serving several years on the board, he is now vice-chair of the Hockey Canada Foundation. Lorenzetti is motivated by a sense of social responsibility, and it is with this drive and objective that he directs his company.

This year, Lorenzetti is championing women's issues, alongside the YWCA Montreal, to help build a better future for women and girls living in the Greater Montreal area. "On September 30," says Lorenzetti, "I'll be the luckiest man in the world because I've agreed to be the honorary chair of the 2014 Women of Distinction Awards! Through my involvement, I'll be able to help give women and girls the opportunity to participate in society and achieve their full potential."

"Our honorary chair is an inspiring model of determination and leadership, two of the YWCA's core values," says Anne Mezei, president of the Women's Y Foundation Board of Directors.

**2014 Women of Distinction Awards**

The 21st Women of Distinction Awards will take place on September 30, 2014, at the Palais des congrès de Montréal. As honorary chair, Barry F. Lorenzetti promises an unforgettable event, worthy of its winners, complete with music from the acclaimed Beatles tribute band Replay. Since 1994, the Women of Distinction Awards, organized by the YWCA Montreal and its Foundation, has honoured the achievements of more than 230 women. All proceeds from the event will go to supporting the YWCA Montreal's activities and building a better future for women and girls.

**Tuesday, September 30, 2014**, at the Palais des congrès de Montréal

For more information: [prix@ydesfemmesmtl.org](mailto:prix@ydesfemmesmtl.org) or [Fondation.Ydesfemmesmtl.org](http://Fondation.Ydesfemmesmtl.org)

To purchase tickets or tables: 514 866-9944 or [prix@ydesfemmesmtl.org](mailto:prix@ydesfemmesmtl.org)

*Since 1875, through its innovative, tailored programs, the YWCA has helped thousands of women and girls by increasing their skills, self-esteem, autonomy and personal growth, and by striving to prevent violence. The organization is working to build a better future for women and girls in a just society where they have the power and opportunity to achieve their full potential.*

**Source and reservations:**

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