

The Secretariat retained the services of The Columbia Group to provide communications and event management services, as well as their Vancouver-based associates, Palmer Jarvis for events in western Canada. Storgaard & Associates coordinated a sponsorship program, signing on 60 companies who provided a total of \$9 million of which \$690,000 was applied to CYAP events.

The Secretariat also supported CYAP events by including them in a communications strategy, a website, the CYAP Forum newsletters, and encouraged the use of CYAP's logo.

Prime Minister Jean Chretien, Foreign Affairs Minister Lloyd Axworthy, Minister for International Trade Sergio Marchi, the Secretary of State (Asia-Pacific) Raymond Chan, Len Edwards, Canada's APEC senior official, CYAP Ambassador John Bell, and other senior government officials spoke to editorial boards, gave briefings and made hundreds of speeches throughout the country. To help spread the message, twelve other federal ministers spoke at various CYAP events. The Secretariat also established a Speakers Bureau with a roster of experts ready to share their insights on trade, cultural, and social issues in Asia Pacific. The effort to publicize CYAP was also given a tremendous boost when CanWest Global offered to run a series of public service announcements explaining CYAP and featuring various events in different regions of the country.

CYAP Forum, a colourful tabloid newsletter produced by the Communications Branch of the Department of Foreign Affairs and International Trade, served as a key communications product. Each edition of the newsletter featured CYAP activities and reported on APEC meetings, listing upcoming events across Canada. *CYAP Forum* was published a total of seven times during the year, based on a circulation of 60,000, and was issued to coincide with high-profile events throughout the year.

Canada Post Corporation helped spread the word by distributing seven million domestic rate stamps commemorating Canada's Year of Asia Pacific. Unveiled at the World Chinese Entrepreneurs Convention in Vancouver on August 25, the stamp depicted a dream-like collage symbolizing the many issues - from natural resources and the environment to communications and technology - that were explored throughout 1997. The Canada's Year of Asia Pacific official logo featured prominently on the stamp.

The logo, depicting a maple leaf, a body of water, and the crane - a symbol of peace and longevity associated with Asia - was used by over 500 participating organizations throughout the year. It was created by Amy Ho, a first-year student in Kwantlen University College's Graphic and Visual Design program, who won a national contest for students to design the CYAP logo. She was awarded with a six month internship at Ken Koo and Associates, the Vancouver graphic design firm that refined the logo and developed its technical specifications.

Canada's Year of Asia Pacific culminated, of course, in the Vancouver APEC Leaders Meeting, which brought over 8000 politicians, business people, media, and delegates from the APEC region to Canada. CYAP helped Canadians appreciate the significance of this event and the importance of Canada's leadership role in APEC.