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## INTRODUCING CPHR CANADA

### CHARTERED PROFESSIONALS IN HUMAN RESOURCES LAUNCHES NEW DESIGNATION AND BRAND

VANCOUVER - February 1, 2017 - Beginning today, CCHRA, Canadian Council of Human Resources Associations is officially CPHR Canada, the Chartered Professionals in Human Resources of Canada. This name change coincides with the official unveiling of the new CPHR brand representing 27,000 CPHRs in the nine member provinces and three territories across Canada.

"The profession has evolved tremendously of late," says Anthony Ariganello, CPHR, CEO, CPHR Canada. "Now, we represent CPHRs as they are: impactful, high-value, trustworthy business leaders. Our members have the proven expertise to help business succeed, because they know what it takes for people to deliver on priorities."

CPHR Member Associations across Canada have become stronger in recent years under one vision, through one designation, advancing the HR profession in Canada and internationally.

"We're strengthening our reputation as leaders and economic drivers across Canada and around the world," says Shannon Railton, CPHR, Board Chair, CPHR Canada. "We're building strong relationships on behalf of Canada's HR profession, because we know it's important to the future of the profession that we contribute to shaping domestic and international HR policy."

Across the country, the registration, maintenance and advancement of the CPHR designation remains the focus and responsibility of the provincial member associations. Together, the member associations recently established consistent requirements for certification, and a national code of conduct; each of the provincial associations is moving forward toward self-regulation, and they are accrediting post-secondary education programs across the country that align with CPHR educational requirements.

"It's clear that productivity, innovation and world-class talent are critical to keeping Canadian businesses and our economy competitive today," adds Ariganello. "Chartered Professionals in Human Resources are the people with the knowledge and the experience to deliver what business needs."

For a full look at the brand and its development, [click here](#). Also, visit the new CPHR Canada site by [clicking here](#).

-30-

### **About CPHR Canada**

We are CPHR Canada, Chartered Professionals in Human Resources of Canada.

CPHR Canada represents 27,000 members in the Human Resources Profession across nine provinces and three territories in Canada. Established in 1994, CPHR Canada is the national voice on the enhancement and promotion of the HR Profession. With an established and credible designation and collaboration on national issues, we are proactively positioning the national human resources agenda in Canada and representing the Canadian HR Profession with HR Associations around the world.

#### **Our Mission:**

We protect the public and advance the economic and social success of our workplaces through strategic HR leadership.

#### **Our Vision:**

As the national voice of the HR profession, we lead the recognition, advancement and influence of the HR profession both nationally and globally, all through a spirit of inter-provincial collaboration.