



## OLYMPIC GLORY BY DESIGN

Elena Rivera MacGregor, founder of Rivera Design Group (winner of the 2010 Olympic Emblem Design National Competition), has launched a new speaking series entitled *Olympic Glory By Design*. The series focuses on the process around her company's 2010 Olympic Design, chosen from more than 1600 entries across the country, and the challenge of visually connecting message and audience. Elena will entertain a crowd with untold stories of the Vancouver 2010 Olympic logo design. She will share insights of the creative mind and inspire your own imagination while she demonstrates how conquering this communication challenge applies to the branding process of every business.

“Having Rivera Design’s emblem chosen as the logo for the 2010 Winter Games reflects the company’s ability to provide communication insights for businesses,” says Rivera MacGregor, an accomplished speaker and award-winning toastmaster. The combination of the 2010 Olympic challenge and Rivera MacGregor’s understanding of the branding and design process makes for an insightful presentation.

**To book Rivera MacGregor’s presentation please call 604-687-4420.**

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Rivera Design Group (RDG) is a world-class design firm whose high standards and effective communication principles are applied to find business-minded solutions for print and web projects, including corporate identity programs, capabilities brochures, annual reports, catalogues, newsletters, websites, posters, specialty promos and displays. RDG works with a diverse range of clients, including corporate, government, retail and specialty firms. RDG is a collaboration of talent, expertise and strategic thinking that has built a strong reputation of providing clients with effective marketing materials.

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*Recent engagements: Greater Vancouver Builders Association, Women's Enterprise Society, Society of Marketing Executives, Vancouver Board of Trade, New Westminster & Squamish Chambers of Commerce. Minimum presentation time: 30 minutes. Equipment requirements: microphone, lectern, projector for ppt*

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