

# Business Continuity Awareness Week

March 22-26, 2010

Business Continuity Awareness Week (BCAW) is March 22-26, 2010. Your participation will help increase awareness of business continuity and its importance in protecting corporate assets, critical information, our economic infrastructure, and jobs.

There is a compelling case for Business Continuity Management (BCM) as a vital process. It's up to each of us to bring this home within our corporate culture. BCAW is your opportunity to make this happen.

Volunteers are contributing to BCAW by providing case studies, free webinars, a website, blogs, and other materials. All this, to help you launch a BCAW campaign within your organization. This year's theme, "*Why Business Continuity*", helps organizations understand how BCM creates organizational resilience.

The attached document, "*Conversations Drive Business Continuity Awareness Week*", has some great ideas about how to drive awareness within your organization. A simple action such as an information table in your cafeteria at lunchtime, a BCAW Day in your organization, or posters and webinar participation can greatly increase visibility and understanding of BCM within your organization.

In addition to what you do within your own organization, you can contribute to the global BCAW event by providing case studies and webinars that can be shared with other continuity planners or those contributing to their programs.

Please take a few moments to review the attached documents and think about how you can contribute to make the 2010 event a global success!

*For more information or to provide feedback, please contact:*

- DRIE (Disaster Recovery Information Exchange) - [communications@toronto.drie.org](mailto:communications@toronto.drie.org)
- CCEP (Canadian Centre for Emergency Preparedness) - [jkilgour@ccep.ca](mailto:jkilgour@ccep.ca)
- Canadian Red Cross - [john.saunders@redcross.ca](mailto:john.saunders@redcross.ca)
- BCI Canada - [dave.arnott@bci.canada.org](mailto:dave.arnott@bci.canada.org)
- DRI CANADA - [grant@dri.ca](mailto:grant@dri.ca)

*Best regards from the organizers,*



Canadian Centre for  
Emergency Preparedness



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