



FOR IMMEDIATE RELEASE
Friday, February 6, 2009

FRANCHISE DISCOVERY DAY BRINGS GREAT OPPORTUNITIES TO KINGSTON

Kingston, ON: The Canadian Franchise Association (CFA) is taking its successful Franchise Tradeshaw on the road – and this year it will be going coast to coast. CFA Franchise Discovery Days are a national affair, giving Canadians from the Pacific to the Atlantic and points in between the chance to discover franchising and the opportunity to control their financial future.

The next CFA Franchise Discovery Day is co-hosted by the Kingston Economic Development Corporation and takes place on Saturday, February 28 at the Kingston Banquet and Convention Centre (Days Inn) in Kingston, Ontario.

This CFA Discovery Day will feature many successful franchise systems including Beauty Supply Outlet, Boston Pizza, Casey's Grill • Bar & Prime Pubs, City Looks, Form-A-Fence, Jani-King International, Magicuts, Signarama & Billboard Connection and Supercuts.

"We're very excited to work with the Kingston Economic Development Corporation in bringing CFA Franchise Discovery Days to Kingston," says Lorraine McLachlan, CFA President and CEO. "A wide variety of franchise systems are looking to expand in the Kingston area, making this an excellent venue for connecting them with potential franchisees."

"If you are thinking about starting your own business, this is an excellent place to start. Franchises are a great way to open your own company and know that the concept is already proven. Holding this event in Kingston offers entrepreneurs the benefit of exploring their options without having to leave the city," says Jan Dines, Manager of The Entrepreneurship Centre at the Kingston Economic Development Corporation.

Discovery Days are smaller tradeshaws that bring CFA franchise members right into the backyard of potential franchisees in important small to mid-sized markets across Canada. They provide an opportunity for face-to-face discussion between franchisors and prospective franchisees, which is an important component to the investigation process. For more information, please visit www.cfa.ca.

CFA FRANCHISE DISCOVERY DAY – KINGSTON

- **Location:** Kingston Banquet & Convention Centre (Days Inn), 33 Benson Street
- **Time:** 10 a.m. to 4 p.m.
- **Cost:** FREE with pre-registration. Pre-register at www.cfa.ca

About the Canadian Franchise Association

With almost 500 corporate members nation-wide, representing many of Canada's best-known brands, the Canadian Franchise Association is the National Voice for Canadian Franchising and works with all levels of government to ensure the development of industry-made solutions. CFA promotes ethical franchising and educates Canadians about franchising, specific franchise opportunities and proper due diligence through its many events, programs and publications. For more information, visit www.cfa.ca.

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