
**MATTHEW PEARCE NAMED DIRECTOR GENERAL
OF THE OLD BREWERY MISSION**

Montreal, Quebec, March 5, 2008 – Ronald Lawless, the president of the board of directors of the Old Brewery Mission, Quebec's largest organization serving homeless men and women, announced today the appointment of Matthew Pearce to the position of Director General. Mr. Pearce, whose background in the development of community and social programs in the non-profit sector spans more than two decades, assumes the post left vacant when James Hughes accepted a position with the New Brunswick government.

"The Old Brewery Mission has gone through some very transformative years, stated Mr. Lawless. "The skills, experience and leadership Matthew brings in such areas as social development, government and corporate relations and human resources management are strong attributes that are aligned with our ultimate objective of taking people from homelessness to a better place to heal."

A graduate of Dalhousie University in Nova Scotia, the trilingual Mr. Pearce has devoted his entire professional career to not-for-profit causes, including 22 years of service with Canada World Youth, of which he was the President and CEO from 1999 to 2005. Canada World Youth is an organization that designs and delivers international education programs for young men and women, with a focus on volunteer work and community development in a cross-cultural setting.

Mr. Pearce also has experience in the private sector. Prior to joining the Old Brewery Mission, he was the founding president of International Network for Corporate Responsibility, a company that provides a range of services to the private sector to help promote increased effectiveness, responsibility and sustainability of various programs.

"Throughout my professional career, I have been deeply committed to such causes as social justice and enhancing the well-being of the human condition," said Mr. Pearce. "The Old Brewery Mission has done, and continues to do outstanding work in this regard. I look forward with great enthusiasm to enjoining my efforts to those of our staff, partners and stakeholders in rendering comprehensive services to our clientele and seeking long-term solutions to homeless-related issues."

Mr. Pearce was named to the Director General position on the recommendation of a search committee set up by the Old Brewery Mission to find a successor to Mr. Hughes.

Founded in 1889, the Old Brewery Mission provides homeless Montreal adults with meals, overnight shelter, transitional residence, clothing and services in an atmosphere of caring and respect. It operates a combined 488 beds in its four pavilions across the city. The organization's central mission is to help homeless people get out of the shelters and move to an appropriate housing alternative. It currently offers transitional programs aimed at providing support and assistance to its clients as they gain greater stability and autonomy, and re-integrate into society.

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