



# PRESS RELEASE

Local Contact: Louise Fox  
Local Telephone: 705-345-1607  
Email: [louise@etiquetteladies.com](mailto:louise@etiquetteladies.com)  
Head Office (Canada) Contact: Karen Mallett  
Telephone: 1-888-293-7561  
Fax: 1-204-237-6630  
E-mail: [info@etiquetteladies.com](mailto:info@etiquetteladies.com)  
Website: [www.etiquetteladies.com](http://www.etiquetteladies.com)

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## ***“Good Manners are Good Business in Canada!”***

Toronto – Understanding that there is a tangible cost of rudeness to business and choosing to foster civility in the workplace is good business wherever you live.

With diversity and cross-cultural issues common and complex in daily life and business, there is an increasing demand for civility training. Accordingly, internationally recognized Canadian Etiquette Experts, Lew Bayer and Karen Mallett of *The Civility Group*, are pleased to announce the expansion of the “**Etiquette Ladies**” brand.

“Effective March 20, 2006 Louise Fox of Louise Fox Protocol Solutions in Toronto will own and operate “**The Etiquette Ladies**” division of The Civility Group Inc, states Karen Mallett. “Louise is an expert in her field who exemplifies integrity and civility and we are proud to have her join our team, adds Bayer.

“There is a huge cost of incivility to individuals, communities, schools, and business that can be offset by good manners.” states Fox, “and I am pleased to be able to offer Canadians these exciting and invaluable courses and materials.”

To complement the business/corporate communications training and international protocol offered by The Civility Group, **The Etiquette Ladies** division offers Canadian Affiliate opportunities, Train the Trainer, Tea and Wedding Etiquette Certification Programs, as well as courses for children, youth, teens, and Social IQ.

**For interviews or to inquire about *The Etiquette Ladies*, contact Louise Fox at 705-345-1607 or The Civility Group at 1-204-452-9699.**