



**Writing is easy:**

**All you do is sit staring at  
a blank sheet of paper until  
drops of blood form  
on your forehead.**

*—Gene Fowler*



**At ML & CO., we write so you don't have to.**

**We'll also strategize, design, and implement if you need us to.  
That's it in a nutshell.**

**But for a slightly longer version, read on.**

[CLICK HERE](#)



## Introducing ML & CO. Corporate Communications.

ML & CO. Corporate Communications Inc. is an independent Canadian-owned corporate communications consultancy that specializes in helping clients to articulate — and promote — the key attributes of their corporate reputation.

¶ We do this in a variety of ways, through writing and designing corporate reports, such as Corporate Social Responsibility Reports and Annual Reports, and also via speeches, media strategy and public relations.

¶ In our 12+ years in business (and in the previous ten years on the corporate side), we've had the good fortune to work with clients who are

interested in making a positive social contribution. That commitment explains our early work in the forest products industry, our work later on for clients in the renewable energy and electricity sector, and more recently in the financial services sector.

¶ No matter what the industry, we believe good communication is direct, transparent and approachable; and that the best corporate communications engage stakeholders in an ongoing dialogue about the corporation's role in not only providing work to employees and greater wealth for shareholders, but also in making life better for society in some tangible way.

## Who is Martha Lynch anyway?

ML & CO. is headed up by Martha Lynch, PhD, a bilingual corporate communications consultant with experience in financial services, energy, telecommunications, education, consumer packaged goods, natural resources and health care communications and public relations.

¶ In 1997, after ten years on the corporate side of the communications business, where she worked for Norbord Industries/Noranda Forest Sales, Kellogg Canada and Women's College Hospital, she founded ML & CO. Corporate Communications Inc.

¶ An award-winning business writer, her portfolio covers the full gamut of corporate writing assignments, including Corporate Social Responsibility Reports, Annual Reports, and industry speeches. In addition to these products, she was invited, in 2009, to collaborate on a six-month assignment to produce a new online and print section in one of Canada's leading newspapers.

¶ Her writing work on Toronto Hydro's 'Take A Load Off' campaign in 2009 earned Silver and Gold Awards from the Canadian Public Relations Society (National). In addition, in 2007, she earned an Ovation Award from IABC's Toronto Chapter for speech-writing and an ACE Award from CPRS's Toronto Chapter for best new Product or Service Launch Campaign of the Year.



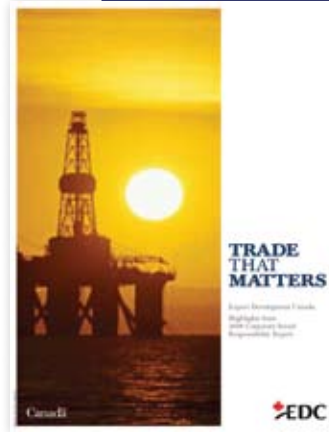
¶ Martha has also taught PR writing, both for educational institutions and for private corporate clients. She has taught at Ryerson University, Seneca@York and Centennial College; and she is currently teaching in-house writing workshops for a large Ontario Government agency. Prior to her corporate communications career, she taught under/graduate French literature at Queen's University (Assistant Professor & Webster Post-doctoral Fellow).

## All brain and no brawn?

Outside of her professional career, Martha has been a member of the Board of Directors of Interlink Community Cancer Nurses and the Ontario Forestry Association. She currently volunteers as part of a pet therapy program coordinated by Therapeutic Paws of Canada and a local Toronto hospital.

# ML & CO.

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## Are we an agency or are we freelancers?

ML & CO. operates as a just-in-time agency. We work primarily on a project basis. Depending on the nature of the assignment, we work alone or in collaboration with a team of senior practitioners, each of whom has 18+ years' experience in the communications area.

ML & CO.'s structure allows us to work closely with our clients and to mitigate any concern about work being handed off to juniors or to people whom our clients don't know. Our structure also streamlines work-flow and allows us to keep very close tabs on project progress at any given time.

## Our clients are some of the best.

A partial list of clients with whom we've had the good fortune to work includes:

- Canadian Depository for Securities
- Cap Gemini
- Export Development Canada
- Independent Electricity System Operator
- Ontario Energy Board
- PowerStream Inc.
- Toronto District School Board
- Toronto Hydro Corporation

# Let's talk.

To find out more about how we can help  
tell your story, give us a call.

**Martha Lynch**

**Principal/Owner**

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