



## NEWS RELEASE

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**Event:** Joint Luncheon Jeff Rubin  
**Date:** Wednesday, June 20th, 2012  
**Time:** 11:30 am  
**Location:** Delta Beauséjour (700 Main Street, Moncton)

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**MONCTON (NEW BRUNSWICK) - The Greater Moncton Chamber of Commerce, in partnership with the Frye Festival, present a luncheon with former CIBC Chief Economist and bestselling author Jeff Rubin.**

Jeff Rubin, one of the world's leading resource analysts and a bestselling author, will be in Moncton on June 20th at a joint luncheon between the Greater Moncton Chamber of Commerce and the Frye Festival. Rubin was the Chief Economist and Chief Strategist at CIBC World Markets, where he worked for over twenty years. The luncheon will be Rubin's only appearance in New Brunswick.

"It is exciting for the GMCC to be partnering with the Frye Festival for this event," states Nancy Whipp, Chief Executive Officer of the Greater Moncton Chamber of Commerce. "Jeff is sure to be an interesting speaker for our members and the business community at large. We are privileged that he has chosen the Greater Moncton for the release of this new book. Definitely an event, not to be missed!"

"We're thrilled to welcome our very first business book author during the 2012 Frye Festival season," states Dawn Arnold, Frye Festival Chair. "Jeff is an award-winning author and a world-class speaker with great insight into our new realities, and he is sure to leave us with plenty to think about."

Jeff Rubin is the author of *Why Your World Is About To Get a Whole Lot Smaller*, a #1 national bestseller and the Canadian Business Book of the Year. He was one of the first economists to predict soaring oil prices accurately back in 2000 and is one of the world's most sought-after energy experts. *The End of Growth*, which was published in May 2012 and has already topped the Globe and Mail's bestseller list, comes as a timely and urgent follow-up to *Why Your World Is About To Get a Whole Lot Smaller*. Rubin asks what will it be like to live in a world where the levels of growth are not what we have known in the past, and if it is really that bad. His new book, *The End Of Growth*, was published in May 2012 and is already on the bestseller list of Globe and Mail.

### **About the Frye Festival**

The Frye Festival is Atlantic Canada's largest literary happening. The annual event takes place at the end of April, though the organizers also present many events throughout the year. Other than this collaboration with the Greater Moncton Chamber of Commerce, the Festival will close its 2011-2012 season with a celebration of Northrop Frye's 100th birthday (July 13). Information about the Festival and its mission is available at [www.frye.ca](http://www.frye.ca).

### **About the Greater Moncton Chamber of Commerce**

Since 1891, the Greater Moncton Chamber of Commerce has been the voice of the business community. The Chamber is an independent business organization with over 875 members, representing more than 30,000 employees within this community. The Chamber provides its members with opportunities to connect, grow their business, and prosper. Learn more by visiting our website at [www.gmcc.nb.ca](http://www.gmcc.nb.ca).

### **Information:**

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