



Ontario  
Professional  
Planners  
Institute

Institut des  
planificateurs  
professionnels  
de l'Ontario

Ontario Planners: Vision • Leadership • Great Communities

**Media Release**

## **Planners Welcome Heart and Stroke Foundation CEO as Honorary Member**

September 12, 2008 – The Ontario Professional Planners Institute today announced the appointment of an honorary member of the Institute – Rocco Rossi, CEO of the Heart and Stroke Foundation, Ontario. Mr. Rossi is the second person to be awarded Honorary Membership in OPPI.

Honorary Membership recognizes the work of non-planners who advance the cause of planning. The decision signals the ongoing commitment of Ontario planners to fostering healthy communities and acknowledges Mr. Rossi's contribution to promoting exercise and fitness as part of a healthy lifestyle.

"True leadership comes from those who are able to transcend disciplines and boundaries," says OPPI President Wayne Caldwell, MCIP, RPP. "Rocco has an amazing ability to speak to people across society and across professions. He engages people, shares a vision and mobilizes action. We are proud to have him as an honorary member."

Rocco Rossi has been the CEO of the Heart and Stroke Foundation of Ontario since November 2004. He is a tireless fundraiser for the Foundation and a passionate spokesperson for healthy lifestyles. To draw attention to both, he has kayaked 490 km from Toronto to Ottawa, cycled the 1900-km length of Yonge Street from Rainy River to Toronto, and climbed the seven tallest office towers in Toronto enough times to equal the height of Mount Everest.

"The partnership we have forged with OPPI is of critical importance to the future health and well-being of all Ontarians," says Rocco Rossi, CEO. "I am deeply honoured to be recognized on behalf of the Heart and Stroke Foundation, and look forward to continued action in the fight to support healthy communities."

His position at the Foundation was preceded by a career in the private sector with senior roles at Advanced Material Resources, The Boston Consulting Group, The Toronto Star, Labatt/Interbrew, and MGI Software. He has been a member of private, public and charitable boards, including AMR, the Ivey Foundation, the Empire Club of Canada, the Internet Advertising Bureau of Canada, and the United Way of Greater Toronto.

He was born in Toronto, and earned his B.A. from McGill University and his M.A. from Princeton University.

The Honorary Membership will be officially bestowed at an awards ceremony to take place on the evening of Thursday, September 18, 2008, at Clarion Pinewood Park Resort in North Bay. The ceremony is part of the 2008 symposium of the Ontario Professional Planners

Institute, which will focus on the theme "The Grey Tsunami: Aging Communities and Planning."

*The Ontario Professional Planners Institute (OPPI) is the recognized voice of the Province's planning profession. Its more than 3,000 members work in government, private practice, universities, and non-profit agencies in the fields of urban and rural development, urban design, environmental planning, transportation, health and social services, heritage conservation, housing, and economic development. For further information, go to: [www.ontarioplanners.on.ca](http://www.ontarioplanners.on.ca)*

-30-

For more information, please contact:

Loretta Ryan, MCIP, RPP, CAE  
416-483-1873, ext. 226  
1-800-668-1448, ext. 226  
416-668-8469 (cell)  
[policy@ontarioplanners.on.ca](mailto:policy@ontarioplanners.on.ca)