

August 9, 2019

FOR IMMEDIATE RELEASE



## **The OBOA embarks on a new direction with the appointment of a Senior Communications Lead**

*Vaughan, Ontario* – The Ontario Building Officials Association (OBOA) is pleased to announce the appointment of its first Senior Communications Lead for the organization. Priya Ramsingh started with the OBOA on August 6, 2019 and will oversee communications and stakeholder relations as the OBOA moves ahead with a new strategic direction.

“As the OBOA continues to grow and expand on its goal to build more public awareness of the Building Officials profession, it was only natural that we created a role to help carry out this mandate,” says Aubrey LeBlanc, Chief Administrative Officer for the OBOA. “The Senior Communications Lead will work internally with our Board of Directors, and help us ramp up our partnerships with Ontario municipalities to lead recruitment efforts, maintain training standards and continue to advocate for safe buildings to support Ontario’s communities.”

With over 25 years of experience as a communications lead for public, private and regulatory organizations, Priya has also worked for several municipalities in the GTA. She brings a strong understanding of government and legislative practices and is also an experienced journalist. Her background includes strategy development, media relations, social media, website management and writing for senior officials. She has a B.A from Carleton University and a Communications Certificate from Ryerson University.

In her role, Priya will continue the work of the OBOA who, in 2017, embarked on a re-branding, a new website and a public awareness campaign to increase the organization’s profile in the industry. The Senior Communications Lead reports directly to the Chief Administrative Officer for the OBOA.

### About the OBOA

The OBOA is an association of engaged Building Officials and industry professionals who are a leading voice that educates, guides and generates support for building code policies and its administration, to advance public health and safety.

-30-

For more information contact:

Priya Ramsingh  
Senior Communications Lead, OBOA  
[priya@oboa.on.ca](mailto:priya@oboa.on.ca)  
C: 437-247-2497

Aubrey LeBlanc  
Chief Administrative Officer, OBOA  
T: 905-264-1662 x222 C: 647-627-7755