

**NEW CLIENT ANNOUNCEMENT:  
LOOK WHO'S KNOCKING ON OUR DOOR!  
*Front Door PR Welcomes Bestselling Author Norman Bacal***

FOR IMMEDIATE RELEASE: TORONTO, ON—Integrated Public Relations and Media firm, Front Door PR (FDPR) is excited to welcome critically acclaimed and best-selling author Norman Bacal to their roster of elite clientele. FDPR will handle Bacal's strategic messaging, media, marketing and public relations efforts.

Norman Bacal is the author of the nonfiction debut Globe and Mail bestseller, *Breakdown*, about the meteoric rise and devastating downfall of prestigious Canadian law firm Heenan Blaikie. Bacal founded the Toronto office of that firm in 1989 and in 1997, became the national co-managing partner and built it into a national and international force. He recently released his first fiction novel, *Odell's Fall* - a heart-pounding, never predictable legal murder-mystery that mirrors Shakespeare's tragedy, *Othello*.

Bacal brings to writing his experience as one of Canada's leading tax attorneys in the entertainment business. He has helped to finance countless Canadian films and television programs and a number of Hollywood studio pictures. Bacal retired as managing partner in 2012. In addition to writing, Bacal is a frequent speaker at law schools and forums. He regularly delivers keynote speeches at corporate retreats, and has taken part in several roundtable discussions featuring prominent experts in firm management, growth and development. Some of his topics include, "Learning to Lead," "Building a Firm", "The Importance of Culture and Values," and "Building a Career."

FDPR has built a strong reputation in the industry through selective representation and credibility in the media world. As experienced producers and storytellers who have been on the other side of the press release, FDPR works with brands to tell their story and share their brand promise compellingly and effectively.

***"Coming together is a beginning, keeping together is progress, working together is success." -Henry Ford***

For more information on Norman Bacal please visit: [www.NormanBacal.com](http://www.NormanBacal.com)

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