



## ACTRA and ACA welcome new partner in renewal NCA

Dear ACTRA Members, Friends, and Allies,

We have some good news to share! The Association of Creative Communications Agencies (A2C) in Québec has joined ACTRA and the Association of Canadian Advertisers (ACA) in the renewal National Commercial Agreement (NCA).

Together, we have reached a deal to ensure Québec advertising agencies continue to have access to ACTRA’s professional performers. A2C’s partnership with ACTRA and ACA in the renewal NCA is an important and positive step as we move forward with simplifying and modernizing the NCA over the next year.



“We are thrilled to join forces with A2C to ensure that agencies in Québec can continue to work with Canada’s top talent,” said ACTRA National Executive Director Marie Kelly in a [joint news release issued by A2C, ACTRA, and ACA announcing this new partnership.](#)

We look forward to sharing more good news soon about this partnership in the coming days. We are thrilled to welcome the Québec advertising agencies represented by A2C. By joining ACA and ACTRA, A2C is demonstrating its leadership and commitment to growing our high-quality and competitive advertising industry.

Thank you for your support and solidarity.

In solidarity,  
Marie Kelly and Eleanor Noble

Missed a previous NCA Bulletin update? Catch up here:  
[actra.ca/stability/members/](https://actra.ca/stability/members/)

Want to know how you can help show your support and solidarity?

[actra.ca/stability/solidarity/](https://actra.ca/stability/solidarity/)

Missed a previous *Know Your Lines* video? Watch here and help us spread the word by sharing with your social networks!

[youtube.com/actranational](https://youtube.com/actranational)