

CASSIES

For Immediate Release

2009 CASSIES Call for Submissions, Chair of Judging and Judges announced

(TORONTO – May 21, 2009): The CASSIES, Canada's only advertising award show that is based on proven business effectiveness, backed up by rigorous published cases, has announced its' Call for Submissions. Deadline for entries, which are to be filed online at www.cassies.ca, is Thursday, **July 23, 2009**, by Noon EST.

Details on how to enter all categories can be found at www.cassies.ca/howtoenter. To win at the CASSIES, cases have to show impressive business results and prove, convincingly, that these results were substantially caused by the advertising.

Chair of Judging for this year's CASSIES is **David Rosenberg**, Partner, Creative Director, Bensimon Byrne, and he is pleased to announce this year's panel of judges, who represent clients, agencies, media, academic, interactive and research disciplines:

Rob Assimakopoulos, Snr. VP Marketing and Commercial Assets, **CFL**
Lucie Bouthillette, Directrice Commercialisation, marché des particuliers, **Fédération des caisses Desjardins**
Patrick Beauduin, Vice-président Création convergente, **Cossette**
Carmen Ciotola, Vice-présidente Communications marketing, **Tourisme Montréal**
John Finkelstein, Partner, Creative, **Grip Limited**
Cynthia Fleming, COO, **Carat Canada**
David Gibb, Executive VP, managing Director, **JWT**
Karen Lee, Senior Media Manager, **Coca-Cola Ltd.**
Mandeep Malik, Professor, Strategic Market Leadership and Health Services Management lecturer, **McMaster University, De Groote School of Business**
Terry O'Reilly, Writer and Director, Pirate Toronto/New York, **Pirate Toronto**
Martin Sansregret, Président, **TAM-TAMTBWA**
Tom Shepansky, Founding Partner, **Rethink**

The 2009 CASSIES will be celebrated in an evening event on Thursday, January 28, 2010, in Toronto and Montreal.

CASSIES is presented by the Institute of Communication Agencies (ICA), the Association des agences de Publicité du Québec (AAPQ) and Association des professionnels de la communication et du marketing (APCM).

CASSIES is the only Canadian advertising awards show that recognizes proven business effectiveness, backed up by rigorous published cases. As such, the CASSIES Awards are highly valued by both advertisers and agencies alike. Since its inception in 1993, CASSIES have recognized the business achievements of over 200 campaigns

from Canada's top advertisers and agencies. All award-winning case studies can be viewed in the Case Library section of the CASSIES web site at www.cassies.ca.

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