

CASSIES

For Immediate Release

Record number of entries this year and Event Co-chairs announced

MONTREAL – September 25, 2007 – The 11th edition of the CASSIES Awards has enjoyed unprecedented success. Thus, this year, 92 cases were submitted, instead of 52 last year, which represents an increase of 77%.

The CASSIES will be awarded **Tuesday, November 6, 2007** at a Gala Evening event at the Cirque Eloize in Montreal. A similar celebration will take place in Toronto that same evening as well.

“It was a true joy for all of us to read through the creative thinking that drove big results. This is what our business is all about. And this show will hopefully inspire more”, says CASSIES Chair of Judging Bill Durnan, EVP, Toronto Chief Convergent Creative Officer, Cossette Communication Marketing.

Durnan led a 15-person panel of high profile senior-level judges representing advertisers, account management, creative, media, account planning, research, direct marketing, and academia. The judges met on September 17 and 18 and assessed who will win CASSIES Gold, Silver, Bronze awards, and the Grand Prix. The judges are:

Gina Banks, Manager, Global Media and Communications, **Procter and Gamble**

André Bouchard, Vice President, Research and Strategy, **LXB Communication Marketing**

Ann Bouthillier, Vice President, Brand Strategy and Integration, **Palm Arnold Communication**

Mark Childs, Vice President, Marketing, **Campbell Company of Canada**

Anne Fortin, Vice President, Managing Director, **FCB Direct**

Michael Gramlow, Creative Director, Interactive, **Dentsu Canada Inc.**

Lorraine Hughes, President, **OMD Canada**

David Leonard, President, **DDB Canada**

Janet McNally, Vice President, Strategic Planning, **Lowe Roche**

Christine Melançon, Vice President, **Ipsos Descarie**

Jean-Charles Rocha, Vice President, Director of Marketing, **Touché!phd**

David Rosenberg, Partner, Creative Director, **Bensimon Byrne**

Chantale Sajo, Director of Marketing, **Alimentation Couche-Tard Inc.**

Yvon Savaria, Director of Marketing, **Sico Inc.**

Robert Saxon, Professor, Director of Graduate Studies, Faculty of Design, **Ontario College of Art and Design**

Co-chairs for this year's CASSIES have just been announced. Danièle Noël, Director of Communications, *Société de l'assurance automobile du Québec* and Jean Rouleau, President, *Amalgame* will be co-chairs of the Montreal event. In Toronto, co-Chairs will be Nancy Marcus, Vice President, Marketing, *Kruger Products* and Arthur Fleischmann, President & CEO, *john st.*

To win at the CASSIES, cases have to show impressive business results and prove, convincingly, that these results were substantially caused by the advertising.

CASSIES is presented the Association of Quebec Advertising Agencies (AAPQ), the Association Marketing de Montréal/Le Publicité Club de Montréal (AMM-PCM) and by the Institute of Communication Agencies (ICA).

Sponsors support

Cassies is presented by Radio-Canada Television, in collaboration with the Association of Canadian Advertisers, Amalgame and with the participation of Grenier aux nouvelles and Infopresse.

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 close to 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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