

# CASSIES

For Immediate Release

## Record number of CASSIES to be awarded this year

(TORONTO – September 27, 2006): “This was an outstanding year for the CASSIES judging,” said Chair of Judging for CASSIES **Stephen Graham**, Executive Vice President, Corporate Marketing & Convergence Officer, **Rogers Communications Inc.** “The cases were excellent and our terrific judging panel worked extremely hard to determine which deserved Bronze, Silver, Gold and the Grand Prix. In the end, we will have a record 39 award winners, based on proven results, which speaks volumes for the industry.”

The CASSIES will be celebrated this year at a luncheon on Thursday, **November 16, 2006** at the Westin Harbour Castle Hotel in Toronto and at the Ritz-Carlton in Montreal. Tickets are available by emailing [efarge@ica-ad.com](mailto:efarge@ica-ad.com) or go to the Order Form at [www.cassies.ca](http://www.cassies.ca).

Graham led a 15-person panel of high profile senior-level judges representing advertisers, account management, creative, media, account planning, research, direct marketing, public relations, and academia. The judges, who award CASSIES Gold, Silver and Bronze, are:

**Lynn Anderson**, VP, Marketing and Alliances, Hewlett-Packard (Canada) Co.

**Sabina Bastian**, VP, Strategic Planning & Account Group, TAM-TAM\TBWA

**Ron Beasley**, President, ABM

**Suzanne Bourret**, VP, Strategic Planning, Saint-Jacques Vallée Young & Rubicam

**Richard Burjaw**, VP, Beverages, Pepsi-QTG

**Doug Checkeris**, President and CEO, The Media Company

**Michael Clancy**, Principal, Director of Creative & Strategic Planning, Brandworks Int'l Inc.

**Frédérique Delagrave**, Brand Solutions Manager, Labatt

**Alain Desormiers**, President, Touché! Media Marketing

**Robert Duhamel**, Associate Director, Product Management and Sales Support, Sympatico/MSN

**Heather Fraser**, Director, Designworks & the Design Initiative, Centre for Integrative Thinking, Rotman School of Management, University of Toronto

**Dominic Loporcaro**, Marketing & Communications Consultant

**François Poulin**, Partner, 2B

**Andrea Southcott**, President, TBWA\VANCOUVER

**Trish Wheaton**, President, Wunderman

CASSIES is presented by the Institute of Communications and Advertising (ICA), the Association des agences de Publicité du Québec (AAPQ) and Le Publicité Club de Montréal (PCM).

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 honoured with **key sponsor support** as follows:

GOLD	Yellow Pages Group
SILVER	Association of Canadian Advertisers
BRONZE	Marketing Magazine; CHUM

MEDIA SPONSORS: BBM (Research); Canada Post (Direct); Sympatico MSN (Interactive); Pattison Outdoor (Outdoor)

WINNERS CIRCLE SPONSORS: Audit Bureau of Circulations; Promotional Products Association of Canada; Radio Marketing Bureau; and the Television Bureau of Canada.

VENUE	The Westin Harbour Castle
PRINTING	Transcontinental
PATRON	Adbeast; Bensimon Byrne; Longwoods International

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 more than 120 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](http://www.cassies.ca).

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