

# CASSIES

For Immediate Release

## Judging Panel announced as entry deadline approaches

(TORONTO – June 16, 2006): The Judging Panel for CASSIES 2006 is announced, led by Chair of Judging **Stephen Graham**, Executive Vice President, Corporate Marketing & Convergence Officer, **Rogers Communications Inc.** Deadline for entries, which are to be filed online at [www.cassies.ca](http://www.cassies.ca), is Wednesday, **July 5, 2006** by 5:00 pm EST.

Graham leads a 16-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 will assess who wins CASSIES Gold, Silver and Certificate of Excellence awards, and are:

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

**Sabina Bastian**, V.P. Strategic Planning & Account Group, TAM-TAMTBWA

**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

**Jean-Marc Léger**, President, Leger Research

**Dominic Loporcario**, Marketing & Communications Consultant

**François Poulin**, Partner, 2B Interactif

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

**Trish Wheaton**, President, Wunderman

The CASSIES, Canada's only advertising award show that is based on proven business effectiveness, backed up by rigorous published cases, will be celebrated this year at a luncheon on Thursday, **November 16, 2006** at the Westin Harbour Castle Hotel in Toronto.

Further details on how to enter all, CASSIES categories can be found at [www.cassies.ca/howtoenter](http://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.

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).

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 100 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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