



PRESS RELEASE

For immediate release

ADVERTISING TAKES CENTRE STAGE IN CANADA DURING THE INAUGURAL ADVERTISING WEEK

From January 26 to 30, 2009

Montreal, January 6th 2009 – The first Advertising Week in Canada will shine the spotlight on an industry that is an important motor of Canadian business. The country's major cities and business hubs – Montreal, Toronto, Halifax, Calgary, Edmonton and Vancouver – will stage events that will highlight the role of advertising in our society during the first edition of Advertising Week in Canada, January 26-30, 2009.

The Montreal events will be staged at the Montreal Science Centre. The event is driven by several industry groups, including the Institute of Communication Agencies (ICA) along with Quebec's *Association des agences de publicité du Québec* (AAPQ) and the *Association des professionnels de la communication et du marketing* (APCM).

"Canada's first-ever Advertising Week is designed to be a think tank that promotes a lively exchanges of ideas, inspiration and opinions," said Gillian Graham, CEO of the ICA. "It's also a celebration of the industry's social and economic contributions to Canada," concluded Ms Graham.

Sylvain Morissette, president and general manager of the AAPQ, says the week will be a clarion call, "galvanizing the interest of professionals and the public in the communications and advertising industries. We will promote the strategic talents of people working in our sector and in the process demonstrate the importance of advertising as an engine of development."

Another goal of advertising week is to get together the country's largest and most diversified group of professionals in the worlds of advertising, marketing and media, from both traditional and non-traditional sectors. Industry heavyweights such as John Della Costa, specialist in advertising ethics and Érik Vervroegen, internationally recognized advertising executive, will take part in conferences and roundtables as the industry debates the future of advertising. Advertising Week will also include annual prize awards (Cassies and Renards), new projects (montréal.ad), student mentoring initiatives (INIS) and agency open-houses, as well as entertaining and informative events like "50 years of advertising in Quebec!"

Tickets for all events are currently on sale online, at www.semainedelapublicite.ca or at www.advertisingweek.ca. Be aware that tickets for some events are limited and will move briskly.

About Advertising Week

Canada's inaugural Advertising Week (www.advertisingweek.ca) is taking place from January 26 to 30, 2009. The week is designed to celebrate the advertising industry's social and economic impact to the Canadian landscape, create a dedicated public platform to showcase the industry's creativity in business communication, and to inspire and develop the next generation of talent for this industry.

About the ICA

The Institute of Communication Agencies or the ICA (www.icacanada.ca) is the professional business association which represents Canada's communication and advertising agencies. ICA promotes thought leadership, higher standards and best practices. It serves as the largest source of information, advice, education and training for Canada's communication and advertising industry. ICA's member agencies and subsidiaries account for over 75% of all national advertising in Canada, with an economic impact worth more than \$18 billion annually.

The AAPQ

Founded in 1988, the *Association des agences de publicité du Québec* represents more than 60 member companies who account for more than 80% of advertising sales recorded by agencies in Quebec. The mission of the AAPQ is to promote the interests of its members, to improve the quality of advertising and to raise public awareness of the importance of communication and advertising agencies in society. The AAPQ supports the training of new professionals (industry renewal), as well as research and development, and expanding the specialized skills professionals in the milieu (ongoing development). These elements foster increased creative and strategic productivity, so that AAPQ members are at the leading edge of competition in national and international arenas.

The APCM

The *Association des professionnels de la communication et du marketing* is the largest association of professionals in Quebec devoted to promoting the value of communications and marketing activities. Its membership in the American Marketing Association (AMA) gives it an international presence. With some 800 members, of whom more than 70% are decision makers, the APCM is positioned as a group of communications and marketing professionals committed to the business development of Quebec companies.

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