

## MEDIA RELEASE

For Immediate Release  
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### **Canadian Advertising Industry Steps into the Limelight** January 26-30, 2009 Marks Canada's Inaugural Advertising Week Celebrating the Industry's Creativity and its \$24 Billion Contribution to the Economy

Toronto, ON – The Institute of Communication Agencies (ICA), in collaboration with its industry members, announced the launch of Canada's inaugural Advertising Week today, to be held from January 26 to 30, 2009.

In Canada, advertising touches virtually every aspect of people's lives today. It generates \$24 billion for the economy, provides \$1.5 billion for programming, and donates \$500 million in pro-bono work. However, to-date, the industry hasn't had a widespread public platform to celebrate those contributions together with fellow Canadians. That is about to change.

With special appearances from an impressive line-up of Canada's top advertising gurus such as Frank Palmer, Paul Lavoie, Miles Nadal and Sunni Boot, and key note addresses by top international figures - this initiative is set to attract Canada's largest, most diverse advertising, marketing and media professionals from both traditional and non-traditional arenas.

"Canada's first-ever Advertising Week is designed to be a week-long think tank that promotes a lively exchange 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."

Many countries around the world, including the United States and France, host their own Advertising Weeks. Now from coast to coast, in cities such as Halifax, Montreal, Toronto, Calgary, Edmonton and Vancouver, simultaneous events will take place marking Canada's own creativity in business communication. Activities will include keynote and panel presentations, thought-leadership conferences, student mentoring initiatives and agency open-houses.

Two national industry award shows will also take place during Advertising Week. These include the CASSIES, the only Canadian advertising awards show that recognizes proven business effectiveness backed up by rigorous published cases, and the Canadian Marketing Hall of Legends, which honours Canadians who have dedicated their lives to the pursuit of excellence in the field of marketing.

Tickets for the various must-attend events across Canada are now on sale at [www.advertisingweek.ca](http://www.advertisingweek.ca). Seating is limited for various events and will sell out quickly. Early bird registration for Advertising Week will be available until December 15, 2008.

Additional keynote speakers to be featured at Canada's inaugural Advertising Week include:

- Dr. Jill Bolte-Taylor, brain neuro-scientist and best-selling author of *A Stroke of Insight*, who was recently featured on the Oprah show
- Clive Wilkinson, architect, president and design director of AIA RIBA
- Chuck Porter, co-chairman of Crispin Porter Bogusky
- Duane Varan of Disney Media Lab and Murdoch University
- Bill Tancer of Hitwise, TIME magazine and author of "Click: What millions of people are doing online and why it matters"
- Emily Hare from Contagious Magazine in the UK

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Advertising Week is made possible by the generous volunteer contributions of several leading agencies who are 'Founding Partners', including: DDB Canada (public relations services), Bos (graphic and web design, advertising, interactive and guerilla marketing services), Marketel (public service announcements), Publicis (Youth Day events), Cossette Communications (communications services and leadership of a luncheon for the financial community), and PHD Canada (media buying services).

Advertising Week is being spearheaded by the ICA, with support from the following "Founding Contributors": Association of Canadian Advertisers, Advertising Standards Canada, Canadian Marketing Association, Canadian Newspaper Association, Canadian Community Newspapers Association, Association Marketing de Montreal/PCM, National Advertising Benevolent Society, Radio Marketing Bureau, Association of Quebec Advertising Agencies, Interactive Advertising Bureau of Canada, Out-of-Home Marketing Association of Canada, Canadian Advertising Research Foundation, and Canadian Media Directors' Council.

Key media sponsors of Advertising Week include: Corus Entertainment, CTV, Canwest, CBC and the Toronto Star. Additional sponsors include: Leger Marketing, Puma, The Globe and Mail, Marketing Magazine, Transcontinental PLM, Colour Innovations, Pollination, Cinélande, 4WS, Studio Apollo and Sonart. Several others are pending.

### About Advertising Week

Canada's inaugural Advertising Week ([www.advertisingweek.ca](http://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](http://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.

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