



**For Immediate Release**

## **CASSIES 2008 Entry Deadline, Chair of Judging announced**

(TORONTO – June 2, 2008): 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 in an evening event Tuesday, **January 27, 2009** in Toronto. Deadline for entries, which are to be filed online at [www.cassies.ca](http://www.cassies.ca), is Monday, **July 21, 2008** by Noon EST.

**Chair of Judging** for this year's CASSIES is **Mark Childs, VP, Marketing, Campbell Company of Canada**. The judging panel will be announced at a later date, along with the Co-Chairs of this year's CASSIES.

"As a member of the Judging Panel last year, I am honoured to be Chair of Judging this year. The opportunity to recognize breakthrough Canadian work that delivers results is both inspiring and fulfilling," says Mark Childs.

Details on how to enter all 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 Communication Agencies (ICA), the Association des agences de Publicité du Québec (AAPQ) and the Association Marketing de Montréal/Le Publicité Club de Montréal (AMM-PCM).

CASSIES is honoured with key sponsor support which will include a number of returning sponsors:

BRONZE: CTV

CATEGORY SPONSOR: Pattison Outdoor (Outdoor)

WINNERS CIRCLE SPONSORS:  
Promotional Products Association of Canada  
Radio Marketing Bureau  
Television Bureau of Canada

PATRON: BBDO

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 over 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](http://www.cassies.ca).

CASSIES is produced by *strategy magazine*, a publication of Brunico Communications Ltd.

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