



**For Immediate Release**

## **CASSIES 2008 Entry Deadline nears, Judges announced**

(TORONTO – July 11, 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 at simultaneous celebrations in Toronto and Montreal.

**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, who has just announced this year's judges who represent clients, agencies, media, direct/PR, academic, interactive and research. They are:

**Robert Bernard**, Partner, D Code

**Dominique De Celles**, VP & CMO L'Oreal Canada

**Israel Diaz**, Managing Partner, SVP, Creative Director, Leo Burnett

**Hugh Dow**, Chairman, M2 Universal

**Niraj Dawar**, Professor of Marketing, Ivey Business School

**Anne-Marie LaBerge**, Vice-president, Communications and Marketing – Quebec, TELUS

**Steve Mykolyn**, VP, Executive Creative Director, TAXI

**Jill Nykoliation**, Founder/President, Juniper Park

**Pierre Parent**, President, P2P

**Leslie Root**, Vice President Marketing, Winners Merchants International

**Suzanne Sauvage**, Executive Vice President, Chief Strategy Officer, Nurun Inc.

**Andrea Shaw**, Vice President, Sponsorship Sales and Marketing, Vancouver Organizing Committee for the 2010 Olympic & Paralympic Winter Games

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).

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