

**MEDIA ADVISORY
FOR IMMEDIATE RELEASE**

Photo/ Interview Opportunity:

ICA UNVEILS EXCITING NEW CANADIAN WOMEN'S ADVERTISING INITIATIVE

***New initiative to engage and connect women in the
communications and advertising industry***

TORONTO, ON – November 27, 2008 – The Institute of Communication Agencies (ICA) is set to launch an exciting new Canadian initiative for women in advertising which will be unveiled to over 100 senior level female executives from the communications and advertising industry on December 3rd.

“For the first time in recent Canadian history, there will be a distinct forum to engage, mentor and support the advancement of women in our industry,” said Gillian Graham, CEO of the ICA. “We’re very proud and excited to be launching an initiative that will bring women together, not only to celebrate the incredible accomplishments of the seasoned women of our industry, but to also to nurture our rising stars.”

The initiative will look to attract membership from women at all seniority levels in the advertising, media and communications industry and will deliver a mandate of mentorship, professional discussion forum and industry thought leadership.

“This initiative will provide an incredible opportunity for women from all areas of the industry to share their experiences, celebrate their achievements and harness a collective point of view on how to move the industry forward,” said Amanda Ploughman, Chair of the initiative and President of Mediacom.

What: The Institute of Communication Agencies (ICA) is hosting an exclusive event and Fashion Show to unveil the logo and brand for this initiative, which will officially launch on January 26th, 2009 on the first day of Advertising Week. The exclusive event will include a cocktail reception and Fashion Show featuring designs by Pink Tartan. **Media are invited to attend.**

When: Wednesday, December 3, 2008, 5:30-7:30pm

Where: Pink Tartan Headquarters
27 Bathurst Street, Toronto, ON

Who: **Available for interviews** - Gillian Graham, CEO of the ICA and Amanda Ploughman, Chair of the ICA women’s initiative and President of Mediacom

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