



**INAUGURAL 'ADBALL' SET TO SIZZLE: 'A FASHION FETISH' PROMISES FASHION, FANTASY, AND FUN FOR A GOOD CAUSE**

***First-ever communications industry gala hosted by Ad Women of Toronto, will be the finale event of AdWeek 2010***

**TORONTO, ON – November 16, 2009** – The inaugural 'AdBall', hosted by the ICA's Ad Women of Toronto, will bring together over 500 of Canada's most influential leaders, innovators and trendsetters for a swanky celebration of creativity and communications. In support of Dress for Success Toronto and Ad Women's mentorship programs, AdBall: A Fashion Fetish will take place on January 29, 2010 and is the closing event of Advertising Week 2010.

"We are incredibly excited to invite the entire communications industry out to our first ever Ad Ball in support of a very worthy cause," said Amanda Alvaro, Managing Director of Narrative Advocacy Media and AdBall Chair. "In true advertising style, this event will break the mold of the traditional gala as well as the industry parties that we've all seen before with a bold and innovative event theme and concept that is sure to impress each and every one of our guests."

Hosted by Fashion Television's Jeanne Beker, the first-ever annual industry gala is designed to inspire all the senses. Guests will experience a decadent evening that includes a dazzling designer fashion show, fabulous food stations, creative cocktails and drinks, and a fusion of live and recorded music that will certainly get everyone's groove on.

As this industry knows better than any other, sex sells. 'A Fashion Fetish' will have an undeniable appeal with the promise of an unforgettable evening of fashion, fantasy and fun that will push the boundaries of what is arguably the most edgy and creative industry in the business world.

Event sponsors include CTV, Globalive Communications, Diageo, Steam Whistle Brewery, Shopper's Drug Mart, and Blo Blow Dry Bar.

Full event details and tickets are available at [www.advertisingweek.ca](http://www.advertisingweek.ca).

**About Ad Women of Toronto**

Launched by the Institute of Communications Agencies (ICA) in January 2009, Ad Women of Toronto is a unique initiative that enables women of all career stages to participate in, and contribute to, the marketing communications industry in a completely new way. Linking women through mentorship, education and entertainment, members include a diverse group of leading women in communications, advertising, and media. By facilitating diversity and debate, Ad



Women of Toronto encourages various points of view, shared experiences and knowledge, and the promotion of unique talents and skills to propel future leaders to the top.

**About Dress for Success Toronto**

*Dress for Success Toronto* is a registered charity that changes the lives of Canadians and New Canadians by providing low-income women with the necessary professional attire and career development tools they need to have stability in work and in life. Our unique wardrobe service helps clients look impressive, feel confident, and find employment. Founded in 2000, the organization is volunteer-driven, utilizing the skills of many talented people. Since its inception, Dress For Success Toronto has outfitted over 5,500+ clients with over 27,500 quality suits accompanied by career support programs that help women achieve and maintain success.

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