

For Immediate Release
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Advertising Week celebrates creativity and innovation in advertising

Dynamic media personality Arianna Huffington headlines exclusive speaker series

Toronto, ON – The Institute of Communication Agencies (ICA), in collaboration with its key industry members, has today announced the dates for its annual Advertising Week. Building on the success of the inaugural Canadian event in 2009, Advertising Week will be held from January 25 to 29, 2010 in six of Canada's creative hubs: Toronto, Montreal, Halifax, Vancouver, Edmonton and Calgary.

Advertising Week was created to profile the accomplishments of the Canadian communications industry while providing inspiring thought leadership to drive future success. The event highlights industry leaders and key trends in a sector that contributes more than \$19 billion annually to the Canadian economy.

"Advertising Week is designed to celebrate the wonderful business of creativity, innovation and communication, while providing a platform for dialogue and celebration," said Gillian Graham, CEO of the ICA. "The week offers something for everyone, from engaging speakers to gala events."

One of the highlights of the week-long event is an exclusive speaker series featuring some leading thinkers in the world of business and media discussing some timely issues affecting society. This year, Advertising Week and founding media sponsor Torstar, are delighted to present Arianna Huffington, who will speak to a Toronto audience on the timely topic: how to be fearless in uncertain times. Huffington is a nationally syndicated columnist in the United States, author of ten books and co-founder and editor of the popular HuffingtonPost.com.

Other activities during the week include seminars, creative presentations and educational sessions featuring keynote speakers and panel discussions, thought-leadership conferences, student mentoring initiatives and agency open-houses.

Two national industry award ceremonies will also take place during the week to honour exceptional work in the field of advertising. 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.

Wrapping up this year's Advertising Week, will be the inaugural Ad Ball. Held on Friday, January 29, the theme of the festivities will be "A Fashion Fetish" with a portion of the proceeds going towards Dress For Success, a charity dedicated to promoting the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help them thrive in work and in life.

Other noteworthy events taking place during Advertising Week include:

- Advertising Week Kick-off Breakfast seminar on the transferability of advertising, hosted by Ipsos-ASI – this session is not-to-be-missed for agencies and businesses interested in learning the ideal conditions in which to use US creative in the Canadian market or the transfer of English-Canadian ads to the French-Canadian market.

- Next Generation Day – brings together 300 students to develop strategic briefs for a local charity.
- Next Generation night – an exciting industry gathering for 1000 young professionals to network and socialize
- Exclusive Canadian screenings of the award-winning documentary “Art & Copy” – a film examining advertising, creativity and the way a catchphrase becomes part of our culture, featuring well known campaigns like “Got Milk?” and Nike’s “Just Do It”.

Tickets for Advertising Week’s events across Canada are now on sale at www.advertisingweek.ca. Space is limited and will sell out quickly.

Advertising Week is made possible by the generous volunteer contributions of several leading agencies, including: Bos (creative and graphic design), Publicis (Youth Day events), Cossette Communications and Optimum Public Relations (communications services) PHD Canada (Sponsor Solicitation) and Bensimon Byrne (Ad Ball).

Advertising Week is being spearheaded by the ICA, with support confirmed from the following Founding Contributors: Canadian Marketing Association, National Advertising Benevolent Society, Association of Quebec Advertising Agencies and Supporting Contributor: TVB

Key sponsors of Advertising Week include: Corus, Canwest Entertainment, CTV, Torstar, Microsoft Advertising and MDC Partners.

Special thanks to 27 Marbles for screening rights and access to ‘*Art and Copy*’.

About Advertising Week

Canada’s Advertising Week (www.advertisingweek.ca) is taking place from January 25 to 29, 2010. The week is designed to celebrate the advertising industry’s social and economic impact on 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) 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 \$19 billion annually.

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