

For Immediate Release

ICA and Ad Women of Toronto present *Marketing to the New Economic Powerhouse: Women*

-Presentation and networking evening features Juniper Park's Jill Nykoliation-

March 2, 2010 – Toronto, Ontario – The Institute of Communication Agencies (ICA) and Ad Women of Toronto are pleased to announce that Jill Nykoliation, partner and lead strategist of Juniper Park -- Toronto based advertising agency and recent CASSIES winner -- will present ***Marketing to the New Economic Powerhouse: Women*** on Thursday, March 25th 2010 at Toronto's Drake Hotel, 1150 Queen Street West, from 5:00 – 7:30 PM.

Forget the term "gatekeeper" -- women are much more powerful today when it comes to consumption. Women now account for more than over 50 per cent of jobs and dominate the purchase influence and decision in nearly every single category. Yet, most women still feel their needs have gone unmet by the majority of marketers. At this must-attend presentation, Jill will go past well-trodden insights to share new learnings on how women communicate, and how marketers can use the knowledge to better connect with this invaluable consumer.

In three years, Jill and her firm Juniper Park (www.juniperpark.com) have achieved unprecedented growth. Recognized as a finalist for Agency of the Year by Marketing magazine in both 2008 and 2009, Jill was named to Ad Age's 2009 Women to Watch list, and the company swept the 2010 CASSIES, winning the Grand Prix and two Golds. Juniper Park is an agency that brings the disciplines of strategy, design and advertising together for its enviable North American client roster, which includes Frito Lay US, Quaker US, Virgin Mobile, Chicago Tribune, Astral Media and EOS. Jill's passion for creating brand platforms was cemented through her work at Kraft Foods as co-creator of Kraft's award-winning CRM initiative, in addition to other brand management roles. Jill is a graduate of Queen's Business School.

Tickets for this must-attend event are [on sale now](#) and are \$40 for Ad Women Members/\$350 for 10 tickets, or \$50 for non-members/\$450 for 10 tickets. Tickets include appetizers and cocktails following the presentation.

About Ad Women of Toronto

Launched by the Institute of Communication 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. For more information please visit www.adwomentoronto.ca.

About the ICA

The Institute of Communication Agencies (ICA) represents Canada's communications and advertising agencies. ICA members collectively account for over 80 per cent of all national advertising in Canada, with an economic impact worth more than \$20 billion annually. ICA serves as a leading source of information, advice and industry education, promoting thought leadership, best practices and the elevation of professional standards. ICA-led initiatives include thought leadership events, such as *FutureFlash* and *Advertising Week*, professional development forums such as *Ad Women of Toronto* and certification programs, such as the CAAP accreditation and the *Master's Certificate in Brand Communications*. More information about the ICA and its initiatives can be found at www.icacanada.ca.

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MEDIA: To RSVP, for more information or to arrange an interview with an ICA or Ad Women of Toronto spokeswoman, please contact Susan Willemsen, Renee Lalonde or Danika Lochhead at The Siren Group Inc.
Tel: 416-461-5270. Fax: 416-778-9047.
E-mail: info@thesirengroup.com or www.thesirengroup.com.