



Institute of  
Communication Agencies

For Immediate Release  
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**ICA postpones 2016 Lotus Awards**

*-- Association reviewing premiere awards show celebrating creative excellence and innovation in  
B.C. communications --*

Toronto, ON. The Institute of Communication Agencies (ICA) [www.icacanada.ca](http://www.icacanada.ca) is announcing the postponement of the 2016 Lotus Awards, the premiere awards show in celebration of creative excellence, innovation and the best in B.C. communications.

The 2015 Lotus Awards relaunch -- under the direction of the ICA and Vancouver Chairs, Frank Palmer, Chairman and CEO of DDB Canada, Nadine Cole, S.V.P. general manager of Cossette, and Scot Keith, founder and CEO of 123w -- was an industry success, and the well-attended gala attracted 600+ guests and leaders in the advertising and marketing industry. Following input and feedback from the community, the ICA and event committee are revisiting and retooling the initiative for 2017, when new leadership for the ICA is in place. The ICA remains fully committed to the western market and its local members in the industry.

"While the ICA has run the CASSIES for more than 20 years and has vast experience with other Canadian creative awards programs, we're reviewing the initiative as part of a long term strategic planning initiative, with the support and direction from the local B.C. communications industry," explained Gillian Graham, CEO of the ICA.

"On behalf of the B.C. advertising industry and DDB Canada, I'd like to thank the ICA personally for their involvement with last year's Lotus Awards," said Frank Palmer, Chairman & CEO, DDB Canada. "I was very proud of the event and it was one of the best award shows that I've attended in recent years. It is my hope that once the ICA has new leadership in place, they will again focus on continuing the Lotus Awards."

The ICA is currently underway for FFWD Advertising & Marketing Week 2017 will continue to host the CASSIES Awards and Client of the Year Award, which have been newly refreshed for both categories and judging.

With these initiatives, the ICA continues to demonstrate its support for creative excellence and effectiveness, which underscores the association's mission to champion commercial creativity, amplify the industry's economic impact, and to embrace and drive change.

### About the LOTUS Awards

Since 1989, the LOTUS Awards have honoured creative excellence, innovation and the best communications in British Columbia. Presented by the Institute of Communication Agencies (ICA), the LOTUS Awards inspire marketing communications professionals, across all disciplines, to push their craft by celebrating the breakthrough creative work of individuals, companies and agencies in British Columbia.

### About the ICA

The Institute of Communication Agencies (ICA) (<http://www.icacanada.ca>) is the professional business association, which represents Canada's communication and advertising agencies. The ICA's mission is to champion commercial creativity, amplify the industry's economic impact, and to embrace and drive change. As such, the 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 per cent of all national advertising in Canada, with an economic impact worth more than \$19 billion annually. More information about the ICA and its initiatives can be found at [www.icacanada.ca](http://www.icacanada.ca) or on Twitter @icacanada.

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