



For Immediate Release
February 2010

Second Canadian Advertising Week Is A Major Success!

Toronto, ON – Advertising Week 2010 was spearheaded by the Institute of Communication Agencies to build the profile of the communications industry in Canada and reinforce the industry's vital role in the Canadian economy.

In only its second year, Advertising Week was highly successful, with event attendance more than double a year ago.

For further details and photos, please go to www.advertisingweek.ca

About the ICA

The Institute of Communication Agencies (ICA) is the professional business association which represents Canada's communications 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 communications and advertising industry. ICA's member agencies and subsidiaries account for more than 75 per cent of all national advertising in Canada, with an economic impact worth more than \$19 billion annually. More information is available at www.icacanada.ca.