

THE GLOBE AND MAIL

Fall into a New Look with The Globe and Mail's Get Suitable Contest

Toronto, ON (September 22, 2008) –*The Globe and Mail's* Get Suitable Contest is giving Canadians the opportunity to find their 9 to 5 look and work the office hallway.

The Globe's Style expert Amy Verner will be selecting one male and one female winner to undergo a fashion transformation and receive a prize package, which includes: a round trip for two to Toronto, \$100 gift certificate to a Toronto restaurant, \$1,000 worth of clothing, hair and makeup, three nights accommodations and \$250 in spending money.

All entries must include either a maximum 200 word essay or three minute video describing why they require Amy Verner's style assistance and a "Get Suitable" Makeover. The contest runs until October 6, 2008 and is supported by in-paper and online advertising, as well as street marketing activities. Entry details are available online at: www.globeandmail.com/getsuitable.

"It's important that Canadians learn how to define their workplace style because it can definitely affect how your manager, colleagues and clients interact with you," said Amy Verner, *The Globe and Mail*. "Dressing like the cool and sophisticated professional you are helps inspire confidence in your work and can lead to that great promotion or raise."

The Globe and Mail, Canada's national newspaper, is a division of CTVglobemedia, a dynamic multi-media company, which also owns CTV Inc., Canada's number-one private broadcaster.

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For more information, please contact:

Sheryl So
sso@environicspr.com
416-969-2725

Teresa Pagnutti
tpagnutti@environicspr.com
416-969-2721