

# THE GLOBE AND MAIL

## **The Globe and Mail Launches Toronto International Film Festival® Red Carpet Contest**

Toronto, ON (August 15, 2008) – *The Globe and Mail* is giving Canadians the chance to walk the red carpet at the 2008 Toronto International Film Festival. For the second year in a row, those eligible can win a Behind the Scenes at TIFF Prize Package which includes: a round trip for two to Toronto, three nights at the Sutton Place Hotel, two tickets to the closing cocktail party, the opportunity to walk on the red carpet at the closing night film, TIFF merchandise and \$1,000 in spending money.

Contest entry is via a daily Festival trivia question in the newspaper and entry online at [www.globeandmail.com/redcarpet](http://www.globeandmail.com/redcarpet). Entries are limited to one per e-mail address per day. The contest runs until August 30, 2008 and is supported by in-paper and online advertising, as well as street marketing activities. Winners will be selected by a random draw and contacted by K.D. Black & Co. in Toronto.

“Once again *The Globe and Mail* is partnering with the Toronto International Film Festival to give Canadians a behind-the-scenes look at this year’s festivities,” said Phillip Crawley, Publisher and CEO, *The Globe and Mail*.

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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