

Young Lions from around the world roared at Cannes

TORONTO, ON (June 24, 2008) – Talent from all corners of the globe dominated the Young Lions competition at the 55th Cannes Lions International Advertising Festival with gold medals going to The Netherlands, Brazil, Argentina and Italy.

“As always, the depth and diversity of talent demonstrated by participants in the Young Lions Competition is astounding,” said Jo-Anne Visconti Director, Toronto Advertising Sales for The Globe and Mail. “Hats off to all Young Lions for tackling the competition with such great enthusiasm, flair, creativity and true grit. The Globe is proud to play a role in fostering the growth and development of the industry’s future leaders and stars.”

2008 marks the fifth year that The Globe and Mail is serving as the official Cannes Lions Canadian representative.

Winners of The Globe and Mail’s Creative competition who travelled to Cannes to represent Canada in the International Young Lions competition included:

- Jon Murray and Addie Gillespie, Copywriters, TBWA Vancouver (Print);
- Chris Booth, Copywriter and Joel Pylypiw, Art Director, DDB Canada (Film);
- Theo Gibson, Art Director, OgilvyOne Toronto and Cara Jackson, Copywriter, Ogilvy & Mather Toronto (Cyber); and,
- Paolo Pazzia and Luis Areas, Interactive Media Planners, Marketel (Media).

The Globe and Mail covered travel, accommodation and registration costs for Canada’s Young Lions.

“It was another terrific year full of excitement and Canadians have a lot to be proud of,” said Andrew Saunders, Vice-President of Advertising Sales, The Globe and Mail.

As the official Canadian Cannes Lions representative, The Globe and Mail brought readers round the clock Cannes Coverage from the **Canada in Cannes** section of [Globelink.ca](http://www.globelink.ca/mediacentral/canadaincannes) (www.globelink.ca/mediacentral/canadaincannes).

New this year was The Globe’s Capture Lionel in Cannes contest. Lionel the Lion was an official correspondent during the festival. Every day pictures of Lionel were featured as he took in the festival. Readers were invited to submit captions of the photos posted. With comments still coming in, the contest has been extended to Wednesday, June 25. Watch for winners who will be posted on Globelink.ca soon.

Cannes Young Lions Winners 2008

Print:

Gold: Thijs Biersteker, Creative and Karian Weijers, Creative, Willem de Kooning Academy, The Netherlands

Silver: Selim Unlusoy, Art Director and Bahadırhan Peksen, Copywriter, Lowe Istanbul, Turkey

Bronze: Sina Malosczyk, Junior Art Director and Nathalie Krüger, Junior Art Director, KNSK Werbeagentur GmbH, Germany

Cyber:

Gold: Fabiano de Queiroz Silva, Art Director, McCann Erickson and Marcelo Mariano Dias, Art Director, JWT, Brazil

Silver: Joong Sik Choi, Student Hallyn, University and Seok Jin Shin, Art Director, Cheil Worldwide, Korea

Bronze: Raimonds Platācis, Copywriter, DDB and Marcis Mikelsons, Animator, Cube, Latvia

Film:

Gold: Ariel Abramovici, Copywriter and Bruno Acanfora, Art Director, BBDO, Argentina

Silver: David Brown, Junior Art Director/Visual Designer, R/GA NY and Jeremy Diessner, Art Director, T.A.G. SF, USA

Bronze: Christian Popodi, Art Director, Saffirio Tortelli Vigoriti and Bruno Vohwinkel, Copywriter, DDB, Italy

Media (new category this year):

Gold: Francesca Casadei of Aegis Media, Italy and Stefano Migliore of Mindshare, Italy

Silver: Tanya Punnachira, Initiative Media GmbH and Eva Sauerwald, GFMO OMD GmbH, Germany

Bronze: Alyssa Burgess and Emily Rose, OMD Chicago, USA

Presentations and interviews with Young Lions winners are available at <http://www.canneslions.com/winners/>.

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

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