



MEDIA RELEASE

To: The Media

From: Corry Hostetter, Destination Nanaimo

Date: April 14, 2009

Subject: **Victoria Producer wins Award for Amazing Nanaimo Commercial**

The City of Nanaimo's spring commercial – "Amazing Nanaimo" won Victoria Producer Howard Harding an Honourable Mention Retail Commercial Award from the 2008 Television Bureau of Canada competition in the travel and tourism section.

The Amazing Nanaimo campaign launched in 2006 focuses on Nanaimo activities and events to promote 'get-away' visitation. The commercials contain an educational/experiential focus, capturing people's attention, engaging the viewer with a 'Nanaimo' experience. The target audience was identified as Vancouver, the Fraser Valley and the lower mainland, and the Alberta market; both business as well as visitor markets are attracted to Nanaimo as a result of this campaign.

The Retail Commercial Awards is the only national advertising competition in Canada with consumers as judges. A total of 220 television commercials were judged, in both English and French, in Edmonton, Winnipeg, Wingham, Montreal and Kitchener. The commercials submitted to the competition represent a range of advertisers from local merchants to the largest chain retailers. "I'm thrilled that the City of Nanaimo piece was recognized," said Harding. "It's terrific when your work is affirmed by the target audience."

The Amazing Nanaimo series of commercials were produced by Howard Harding through CHEK NEWS. New spring commercials are airing now on channel 12, CHEK Television, and Global TV.

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