

London greets Canada day the 5th annual Canada media awards



nomination form

www.canada.travel

Canada 
keep exploring

The Canadian Tourism Commission are delighted to announce that the Canada Media awards will once again take place this summer. The best in travel media will once again be honoured in five categories covering print, television, radio, electronic media and photography.

WHO CAN ENTER

Journalists, Editors, Canada and UK based Provincial Tourism Representatives , PR companies and Tour Operators can all nominate their favourite media pieces in any of the categories.

FINALISTS

Up to three Finalists in each category will be informed of their position by early June 2008 and be invited to attend the 'Summer in the City' awards event. All winners, chosen from the finalists in each of the categories will receive a specially commissioned trophy.

THE JUDGING PROCESS

Judges will be selected to give a professional and wide ranging level of expertise in travel public relations. The full list of judges will be made available upon request after the judging process. Judges may move entries between categories if deemed to be unsuitable for the category entered and reserve the right to not award a trophy if insufficient entries are received in any one category.

ENTRY DEADLINE

All Entries should be received by **17.00 on Friday April 25th 2008**

NOMINATION CATEGORIES

Best Ski or Snowboard Article

- Any downhill ski or snowboard related article which was published between April 1st 2007 and March 31st 2008.
- Judges are looking for creativity, originality in approach, enthusiasm for the subject matter and the ability to generate a desire to travel.

Best Consumer Article

- Any consumer press article which was published between April 1st 2007 and March 31st 2008.
- Judges are looking for creativity, originality in approach, enthusiasm for the subject matter and the ability to generate a desire to travel.

Best Television or Radio Broadcast

- Any television or radio broadcast aired between April 1st 2007 and March 31st 2008.
- Judges are looking for creativity, originality in approach, enthusiasm for the subject matter and the ability to generate a desire to travel.

“Keep Exploring” Award

- for any print, radio, television, electronic or photographic piece published/aired between April 1st 2007 and March 31st 2008
- For any print, radio, television, electronic or photographic piece that generated a new awareness of Canada in keeping with the 'Keep Exploring' brand messaging of the Canadian Tourism Commission reflecting Canada as a modern, progressive society

Outstanding Contribution to promoting Canada

This will be awarded to the journalist or media outlet judged to have made an outstanding contribution from April 1st 2007 to March 31st 2008 to the promotion of Canada. Entrants of the previous categories will all be considered for this award as will any stand alone entrants.

NOMINATION FORM

Name:

Address:

Postcode:

Tel:

Fax:

Email:

Entering the following category: (PLEASE TICK AS APPROPRIATE)

Best Ski/Snowboard Piece

Published in:

Published on:

Best Consumer Travel Piece

Published in:

Published on:

Best Television/Radio Broadcast

Aired on channel:

Air Date:

Keep Exploring

Published/Aired:

Date:

Outstanding Contribution to the Promotion of Canada Published/Aired:

Date:

All print entries should be accompanied by 5 copies of your article/photographs or attached to your email if returning electronically

All television/radio entries should be accompanied by a vhs tape/audio cassette/DVD, which can be sent to the address below

PLEASE COMPLETE THIS NOMINATION FORM AND RETURN BY EMAIL OR POST WITH ATTACHMENTS TO:

CANADIAN TOURISM COMMISSION (MEDIA AWARD ENTRY)
62-65 TRAFALGAR SQUARE
LONDON
WC2N 5DY

DEADLINE: 17.00 ON FRIDAY APRIL 25TH 2008