

January 23, 2017

To: All Trade Councils

Re: **Elsie Awards Online Nominations**

We are pleased to announce an exciting change to the Elsie Awards which was originally presented at the November 24 Drinks Ontario Meeting. Starting this year, we would like to invite the trade to nominate themselves or another trade member for an Elsie Award.

This year there are 12 awards that are Trade-nominated. Your nomination can only be made on [the Elsie Award Nomination site](#); mailed or emailed nominations will not be accepted. You also have the option to attach any supporting documents or images, as well as video and web links along with your submission. Please only submit your nomination once.

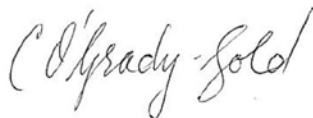
The Trade-nominated award categories for this year include:

- Social Responsibility
- Environmental Commitment
- Best Niche Marketing
- VQA Excellence Award
- Best Integrated Marketing Program
- Made in Ontario
- Best New Product Launch (x3: one for each category)
- Special Recognition Award
- Best of Award (x2)

Nomination criteria and additional information can be [downloaded](#) on the nomination site. The deadline for your submission(s) is Friday February 24. If you have any inquiries, please contact Mark McCue (mark.mccue@lcbo.com) or Amanda Mustard (amanda.mustard@lcbo.com).

We look forward to your submissions and seeing you at the Elsie Awards on Wednesday June 14! Additional details to follow shortly.

Sincerely,



Carolyn O'Grady-Gold
Elsies Co-Chair



Mark Mason
Elsie's Co-Chair

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