



January 29, 2018

To: All Trade Councils

Re: **Elsie Awards Online Nominations**

Exciting news – *it's Elsie time again!*

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I'm excited to let you know that we have launched the Elsie's Nomination site, and you have until Friday February 16 to get your nominations in.

Again this year, there are 14 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 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
- *NEW*: Product with a Social Conscience
- 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 16 at 4PM.** If you have any inquiries, please contact Laura Aiello (laura.aiello@lcbo.com) or Mara Abolins (mara.abolins@lcbo.com).

I look forward to your submissions and seeing you at the Elsie Awards on Wednesday June 13!

Sincerely,

Carolyn O'Grady-Gold

