

news Release

FOR IMMEDIATE RELEASE

London Convention Centre takes a seat in the Red Chair! Redchair™ Branding WINS GOLD International Design Award

BURLINGTON, ON (November 4th, 2008)... Redchair Branding®, and Creative Director, Gerry Visca, is pleased to announce its recent win at the **2008 Adrian Awards** for the category, *Integrated Marketing Campaign for Consumers* titled "London Convention Centre, you should be here"

Throughout its twelve-year history, the HSMIA organization (Hospitality Sales & Marketing Association International) has established itself as one of the premier arbiters of communication excellence. Over 1,300 entries were submitted and judged by expert hospitality, travel, tourism and media professionals from around the world.

"We are very pleased to have won this distinguished international award and to have worked with such a high-end hospitality client like London Convention Centre. This project was a challenge and combined a high-level of strategic thinking, marketing and branding expertise" commented Gerry Visca.

"On behalf of the entire London Convention Centre team; congratulations Gerry, to you and the Redchair™ team on winning a GOLD Adrian Award from HSMIA. From day one of launching the new LCC brand and website, we have received rave reviews from clients and colleagues. It was truly an amazing experience and transformation for the London Convention Centre. From the initial discovery session to the introduction of the concept to launching the new logo and site – going with Redchair™ was definitely the right decision for us. Thank you again, and congratulations on an award well deserved" commented Bob Giorgini, VP of Sales, London Convention Centre.

Redchair Branding® was selected among thousands of global entries for its creative and innovative branding approach within the hospitality sector. Redchair Branding® was recognized for their unique ability to strategically brand the London Convention Centre while developing an integrated and strategic campaign that included various mediums such as Web 2.0 and Media Advertising.

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