

PRESS RELEASE
For immediate release

Idéa Awards
THE FIRST EDITION OF THE AWARD SHOW WILL TAKE PLACE
IN THE COMFORT OF YOUR LIVING ROOM OR CAR ON SEPTEMBER 24th

Montreal, August 20, 2020 – The Association of Creative Communications Agencies (A2C), in partnership with the Conseil des directeurs médias du Québec (CDMQ) and the Société des designers graphiques du Québec (SDGQ), announces that the Idéa Award Show will take place on **September 24th at 7:30 pm**. To allow the entire industry to attend the ceremony where the best projects of the year will be rewarded while maintaining social distancing, this 1st edition will be broadcast simultaneously online and at the Ciné-parc St-Hilaire.

The event will reward the winners from each of the following categories: *Advertising, Design, Media, Digital and Technology, Craft/Production and Business Results and Strategy*.

“Even though our original plan to hold the ceremony in person was no longer feasible, we believed it was important for us to celebrate in a way that truly showcases the talent of our industry and the quality of the projects submitted. There are two ways for people to watch the ceremony: they can do so online from the comfort of their own home or with a few colleagues at the drive-in theatre. This event is sure to be a turning point in the industry’s recovery,” said Dominique Villeneuve, President and CEO of the A2C.

The **shortlist** will be published on September 3rd in La Presse+. Mark this date in your calendar and be among the first to see which projects made the cut!

To find out more about the event, confirm your attendance online, or reserve your spots at the Ciné-parc, visit the [Idéa Awards’ webpage](#).

The A2C would like to thank its precious partners – Québecor, La Presse, CBC & Radio-Canada Solutions Média, Bell Media, Le Devoir, The TEAM Companies, Ad Standards, Grenier aux nouvelles, Infopresse and le bec – as well as its collaborators – Compagnie et cie, Altitude C, Sid Lee, Gimmick and Consulat – who have all made the 1st edition of the Idéa Awards possible.

About the Idéa Awards

The Association of Creative Communications Agencies (A2C), in partnership with the Conseil des directeurs médias du Québec (CDMQ) and the Société des designers graphiques du Québec, has launched a new award show representing a wide array of disciplines of the creative communications sector. www.concoursidea.ca

About the A2C

The A2C is the voice of almost 70 agencies in Quebec of different sizes, configurations, and specialties, but all with one thing in common: a commitment to creative communications. Its members generate more than 80% of the industry’s revenues in Quebec and contribute to the success of companies here and abroad. Our passion is reflected in various initiatives that aim to guide these companies and in this way we aim to ensure vitality and excellence within the entire industry. For more information, visit www.a2c.quebec/en.

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About the SDGQ

The Société des designers graphiques du Québec (SDGQ) was created in 1972. It is a professional organization that promotes graphic design in Quebec and contributes to its members' professional and economic development.

About the CDMQ

The CDMQ's mission is to be a point of convergence of opinions and information, an organization that defends the interests of advertisers/agencies, and a promotion and stimulation tool for media. For more information, visit www.cdmq.ca.

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More information:

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