

MEDIA ADVISORY

Date sent: November 14, 2006

Date of event: November 16, 2006

Algonquin Hosts Provincial Marketing Competition

Algonquin College, along with its Competition Sponsor, Bell Canada, will host the Ontario Colleges' Marketing Competition (OCMC) 2006 on November 16 and 17. OCMC 2006 will bring hundreds of highly-motivated graduate-level business students and dynamic faculty together from across Ontario to Ottawa to showcase their business talents and earn top awards for teamwork and strategic thinking. Students will compete in several marketing case-study competitions, to be judged by marketing-industry experts from across Canada.

The two-day event will kick off Thursday evening, November 16, with the Quiz Bowl event to be web cast live for the first time in OCMC history. The event will wrap up on Friday evening, November 17, with the OCMC Gala Awards Ceremony at the Crowne Plaza Hotel featuring remarks from Algonquin President Robert Gillett and a keynote speech from David Rivers, Director of Olympic Marketing and Sponsorship, Bell Canada.

Who: David Rivers, Director, Olympic Marketing and Sponsorship, Bell Canada
Robert Gillett, President, Algonquin College
Marketing Industry Representatives
Algonquin College Staff, Faculty and Students
Representatives from **Corporate Sponsors** IBM Lenovo, Cognos, and Algonquin College's Students' Association
Representatives from **Event Sponsors** McGraw Hill Ryerson, Canadian Professional Sales Association, Thomson Nelson and Pearson Education Canada
Representatives from **Partner Sponsors** MRIA, Cummings Mitchell and R&R DJ Entertainment Services

What: 27th Annual Ontario Colleges' Marketing Competition (OCMC) 2006

When / Where: Thursday and Friday, November 16 and 17, 2006

Thursday Best Time – Quiz Bowl

November 16, 7:00 p.m. – 9:00 p.m.

Woodroffe Campus Gymnasium

Algonquin College

1385 Woodroffe Avenue

Friday Best Times – Gala Awards Ceremony

November 17,

6:15 p.m. - Keynote Speech

7:45 p.m. – Awards Presentation

Crowne Plaza Hotel, Salons A, B, and C

101 Lyon Street, Ottawa

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For more information, contact:

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