

[Advanced Search](#)
[All Recent News](#)
[Email a Friend](#)
[Print-Friendly](#)

Extra Awards

Canadian Newspaper Association



Sep 23, 2008 10:15 ET

**Palm Arnold Wins 2008 Extras Best of Show**

TORONTO, ONTARIO--(Marketwire - Sept. 23, 2008) - The [Canadian Newspaper Association](#) is pleased to announce that the winner of the Best of Show for the 2008 Extra Awards - and a trip for two to Cannes 2009 - is Quebec agency Palm Arnold, for their "Paper Ball" execution for the International Soccer Student Association (ISSA). The entry won three Extras: Best of Show, and two gold awards in the best use of media and local ad categories. Rethink (Vancouver) was a big winner, taking nine Extras; 3 gold - two for Playland and one for Sisu vitamins; two silver (La Sportiva and Orkin PCO Services) and four bronze - two for Playland and two for the British Columbia Automobile Association. Following closely were DDB Canada, Toronto, and Leo Burnett who each scooped eight Extras. Sid Lee (Montreal) took six, while Smith Roberts Creative Communications (Toronto), DDB Canada, Vancouver, Ig2 (Montreal/Quebec City), and TAXI 2 (Toronto), won four Extras each.

"The judges clearly saw which ads had that magical stopping power and saved the highest praise for work that combined creative brilliance with an innovative use of newspaper", said Co-Chairs Tony Miller (Smith Roberts Creative Communications) and Alex Bernier (Sid Lee).

"This year's jury was both strong and fair. We salute them and all participating advertising agencies and their clients who made an outstanding contribution to daily newspaper advertising in 2007-2008." said John Hinds, CEO of the Canadian Newspaper Association.

A complete list of winners is available at <http://media3.marketwire.com/docs/2008EXTRASCREDSITS.pdf> and will be available on the Extras website [www.prixextraawards.com](http://www.prixextraawards.com).

The Canadian Newspaper Association is the voice of Canada's newspaper industry. We promote the positive reputation of newspapers as an essential medium that benefits all Canadians, and as an effective vehicle for advertisers.



2008 Extra Awards



SHARE THIS PAGE

-  [Del.icio.us](#)
-  [Yahoo! Buzz](#)
-  [Digg](#)
-  [Technorati](#)
-  [Furl](#)
-  [Windows Live](#)
-  [Newsvine](#)
-  [Yahoo MyWeb](#)
-  [Facebook](#)
-  [Ask](#)
-  [Reddit](#)
-  [Google](#)

[More...](#)

WEBOSPHERE

What people are saying about this release:

-  [Diggs on this release](#)
-  [Technorati's on this release](#)

**PRstats™** - The current number of locations of this press release listed in:

Google 20 Live 102 Yahoo 86