



### NSLC wins two Gold Quill Awards

**HALIFAX, June 18, 2009** – The Nova Scotia Liquor Corporation (NSLC) received two Gold Quill Awards last week in San Francisco during the annual International Association of Business Communicators (IABC) Conference. IABC Gold Quill Awards is the world's premier competition for business communication. Over 1,000 entries were received and only 44 Excellence Awards were awarded. The NSLC was the recipient of two Excellence Awards in the Audiovisual and Electronic and Digital Communication Management categories.

"We are committed to finding new and innovative ways to create awareness of the need to enjoy beverage alcohol responsibly," said Bret Mitchell, NSLC President & CEO. "We are thrilled to be recognized on an international stage for our work in this area."

This unique campaign was developed by Revolve with the main campaign component being a short film that combined live action and animation. The film illustrates how the campaign hero, Eugene Jonze, has an evening go from bad to worse as a result of binge drinking. The primary campaign objective was to create awareness of the dangers involved with this type of behavior. The target audience was university students 19 – 24 years of age and was delivered primarily using social media channels. For more information on the campaign, please visit [www.jonzed.com](http://www.jonzed.com).

The International Association of Business Communicators, founded in 1970, provides a professional network of over 15,500 business communication professionals in over 80 countries. For more information on the Gold Quill awards, please visit <http://www.iabc.com/awards/gq/>.

The Nova Scotia Liquor Corporation, the largest single banner retailer in Nova Scotia, generates more than a half billion dollars of revenue a year generating over \$212 million profit annually. It employs more than 1,500 Nova Scotians, offering 5,900 products from around the globe through 161 retail locations and 2,100 licensed establishments.

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