

### **FOR IMMEDIATE RELEASE**

#### **NSLC Wins Gold Quill Award**

**HALIFAX, NS (June 8, 2010)** – The Nova Scotia Liquor Corporation received the prestigious 2010 Gold Quill Award for excellence in business communication at the International Association of Business Communicators annual conference and awards ceremony in Toronto June 7, 2010.

The NSLC won the award in the Publication Design category for its 2008-2009 annual report titled, *The Faces of the Nova Scotia Liquor Corporation*. *The Faces of the Nova Scotia Liquor Corporation* is a coffee table style book that brings critical business information to a personal level. The report, produced by Sean Williams Marketing Group, combines key financial information and standard data while celebrating the people that make it all happen.

“To be recognized internationally by peers and experts from a creative standpoint for our work is an extreme pleasure. We are honoured to be placed shoulder-to-shoulder with the best,” said Rick Perkins, vice president, Communications, Corporate Responsibility and Business Development. This year’s competition received nearly 900 entries from 28 countries. Of these, 106 were selected to receive awards—Thirty-two were awards of excellence, 71 Awards of Merit and three Student Awards.

“This annual report is special in that it offers a glimpse into the lives of a collection of NSLC employees. We take a look at what these employees are passionate about and how their lives contribute to shaping communities in our province,” said Mr. Perkins.

“The array of stories told represent the histories, interests and personalities of 1,500 people that form the personalized service NSLC employees offer to customers across the province. We recognize the special ingredient to ensure on-going success is our people.”

For more than 35 years, the annual Gold Quill Awards have honoured the best of the best in business communication, offering professionals an opportunity to have their work evaluated by expert judges. The winners represent excellence in organizational communication and their work plans serve as best practices across communication disciplines.

The Nova Scotia Liquor Corporation, the largest single banner retail business in Nova Scotia, generates more than half a billion dollars of revenue a year, returning more than \$200 million profit annually to the province. It employs more than 1,500 Nova Scotians, offering almost 6,000 products from around the globe through 160 retail outlets, and 2,100 licensees. The NSLC is driven to be a sustainable and community focused organization helping to make Nova Scotia an even better place to live.

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