



For immediate release:

First-Ever Convention for Canadian Contest Lovers Arrives in Toronto this September

Toronto, Ontario—Registration for the 1st Annual National Contestors Convention (ANCC), an event where everyone's a winner, officially begins on April 19, 2007. The ANCC is being held September 21–23, 2007 at The Sheraton Centre in Toronto, Ontario.

Inspired by the success of the “sweeper” conventions held in the United States, the Canadian Contestors Association is hosting the first event of its kind in Canada for contesting enthusiasts to share ideas, learn from the pros and participate in draws for fabulous prizes. Keynote speakers will discuss subjects including the behind-the-scenes world of contest organizers, computer protection and—one of the hottest topics for contestors—the laws of attraction. Other convention activities include:

The largest re-prizing event in North America. Attendees are encouraged to bring unwanted prizes to the convention in exchange for raffle tickets for other “re-prize” items. This is a practice borrowed from a Toronto-area contesting club, where members take turns bringing in small prizes for other members to have a chance to win at monthly meetings.

The laws of attraction put into action. A “Bring What You Want to Win” party is where attendees bring in photos of the items they want to win by January 31, 2008—usually the 4 C’s of contesting: cash, cars, cruises and computers—to create one of the largest vision boards in the world.

Unlike the women portrayed in *The Prize Winner of Defiance Ohio*, who focused on entering snail mail and skill-testing sweepstakes, Canadian contestors—both male and female—have embraced online contests and several message boards and forums have been created for enthusiasts. Now contestors will finally be able to put faces to the names they see on prizewinner lists.

Convention attendees represent a dynamic group of Canadians in the key 25-54 demographic profile with more purchasing power than ever before. Sponsorship and guest speaking opportunities are still available at this time.

The event is labelled as a win-win-win as it offers an opportunity for contestors to collaborate on winning strategies, share in a hobby that friends and family may not completely understand or appreciate and provide a venue where contest organizers and entrants can learn from each other.

For more information, visit www.contestconvention.com

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About the Canadian Contestors Association

The Canadian Contestors Association (CCA) is an association for individuals who regularly participate in contests for the purpose of:

- developing and fostering a sense of community spirit among its members;
- promoting organized events for its members;
- providing information and statistics of interest to members;
- sharing information for the mutual benefit of members;

and such other complementary purposes. Please visit www.contestorsassociation.org for more information.