



TELEVISION BUREAU OF CANADA  
BUREAU DE LA TÉLÉVISION DU CANADA

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**“Precious” Director Lee Daniels Headlines 2010 Bessies Awards**

**Toronto: June 7, 2010** — Headlined by “Precious” director and Academy Award nominee Lee Daniels, the 2010 Bessies Awards were held on June 3, 2010 at the Royal Conservatory of Music, a brand new venue for the event. The show celebrates the best in Canadian television advertising, with this year’s theme being, “Everyone Can Do It. Not Everyone Can Do it Well.”

Television is a medium that continues to “do it well.” In her opening address, Deborah Prenger, Chair of the 2010 Bessies, explains, “Despite the recession, despite the rise of interactive and digital, TV is still alive and strong with viewership as high as ever. Television will live next to these new mediums and they’ll complement one another. It may come in a different box or distribution system some day but it’s clear that TV isn’t going away.”

The Bessies show, attended by over 700 people in the television, advertising and related industries, celebrated the awarding of Best of Show and Gold-winning commercials in campaign and single spot categories, as well as lifetime achievement and post-production awards.

The Best of Show Single Award at this year’s Bessies went to Pepsi-QTG Canada’s “Arctic Sun” spot by BBDO Toronto, while the Best of Show Campaign was awarded to Pfizer Canada’s “Viagra Confessions Campaign” (Antiquing, Strolling, Reading) from Taxi Canada, Toronto.

Some of the 2010 Gold Bessies winners include Sport BC’s “Dunk Slam” (DDB Canada/Vancouver), Inbev/Stella Artois’ “The Race” (Lowe Roche), A&W’s “Balloon Boy” (Rethink Communications), and Vancouver International Film Festival’s “Sexuality” (TBWA/Vancouver). For a complete list of winners, [click here](#).

The Spiess Award, given to a person who has furthered the excellence of TV advertising in Canada throughout their career, was awarded to Derek Vanlint. The veteran commercial director created spots for Bell Canada, Ford, Kellogg's, Renault, Pepsi, Panasonic, Ikea and Suzuki.

This year’s Bob Mann Post Production Award, which recognizes members of the commercial television

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post-production industry who have demonstrated a long standing dedication and continuing contribution to their craft, as well as toward the overall excellence of the commercial television post-production industry, was given to Michelle Czukar for her contribution to the commercial film industry.

Organized by the TVB in conjunction with the Broadcast Executives Society, The Bessies are known as Canada's pre-eminent award for television advertising and a proven springboard toward international recognition.

The Television Bureau of Canada (TVB) is the industry association for commercial television broadcasters in Canada. TVB was incorporated in 1962 in Canada and is in the business of providing leading edge research and information about television advertising, as well as video services to its member stations, network and sales rep organizations, agencies and advertisers.

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