



PRESS RELEASE
For immediate release

New contest: TAC-TIL

LA PRESSE REWARDS CREATIVITY OF DIGITAL ADVERTISING PUBLISHING IN LA PRESSE+

Montreal, September 14th, 2016 – La Presse is launching a new contest, TAC-TIL, today. Aimed at creative teams that have published interactive ads in La Presse+ over the past year, the contest will reward the creativity and effectiveness of ad creative that fully leverage the digital advertising potential of La Presse+.

TO BE WON



Grand Prize: A trip for three to the [South by Southwest Interactive Festival](#) from March 10 to 14, 2017.
2nd prize: Three 12.9 in. iPad Pro tablets
3rd prize: Three 9.7 in. iPad Pro tablets

Entering is simple and free

The contest is aimed at all creatives (agency, advertiser or freelancer) that have produced interactive (HTML) advertisements for publication in La Presse+. All ad creative must have been published between January 1 and December 11, 2016. The process for submitting ad creative is simple, quick and free of charge. For full details, visit <http://lapresseplus.ca/tactilcontest>.

Submission deadline: Noon, December 12, 2016.

A high-calibre jury

The TAC-TIL contest winners will be determined by a jury made up of five well-known advertising industry professionals.

- **President:** Jennifer Varvaresso, Digital Creative Director, Ig2
- Jonathan Rouxel, Partner and Vice-President, Creative Director, Bleublancrouge
- Edmund Lam, Creative Director, SID LEE
- Magalie Samson, Creative Director, PUBLICIS
- Benoit Giguère, Senior Director, Design, Interactivity and User Experience, La Presse

About La Presse

La Presse, Canada's French-language news medium of record, is distributed on several platforms, including a digital edition for tablets, mobile applications, the Web and paper. Its content features distinctive, rich and diversified coverage of news and current events. The recipient of numerous awards for the quality of its content and its design, La Presse is also known for its in-depth series and special reports, as well as for the large amount of space it devotes to discussion and debate. La Presse+, its free digital edition, fully leverages the multi-function capabilities of iPad and Android tablets to deliver the most comprehensive news and information experience ever from Quebec's largest newsroom.

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