

**WINNING FEELS
JUST AS GOOD.**

**IT'S THAT TIME OF YEAR
WHEN DESIGNERS AND PRINTERS
GET TO SHOWCASE THEIR BEST IDEAS
ON THE BEST PAPER. THAT TIME
OF YEAR WHERE UNISOURCE CANADA
CELEBRATES THE BEST OF THE BEST
IN PRINT AND DESIGN,
IN THOUGHT AND EXECUTION,
IN COATED AND UNCOATED.
IT'S TIME, ONCE AGAIN,
FOR THE NUARs AWARDS.
HAVE YOU CREATED
ANYTHING WORTH FEELING
GOOD ABOUT?**

CAREY GEORGE
PRINCIPAL AND CREATIVE DIRECTOR
UP INC
TORONTO

For over 20 years, Carey has been developing visual identities and communication programs for corporate, institutional and cultural clients in Canada and around the world. Before cofounding Up Inc nearly a decade ago, Carey held senior-level positions with some of Toronto's top design and branding firms. He is a member of the American Institute of Graphic Artists, the Design Exchange, the Association of Registered Graphic Designers of Ontario and the Advertising & Design Club of Canada. His work has been recognized nationally and internationally with awards from Applied Arts, Graphis, Communication Arts and the Advertising & Design Club of Canada.

DIANE BLAHEY
PRINCIPAL AND CREATIVE DIRECTOR
TOM POWELL DESIGN STUDIO
WINNIPEG

Since taking over Tom Powell Design Studio in 2004, Diane has earned a reputation for creating exceptional annual report concepts and creative solutions. In addition to receiving local, national and international design awards, four of the firm's recent annual reports were selected and reproduced by Neenah Paper. The reports were included in Neenah's annual report kit and shared with design firms throughout North America.

PAMELA LEE
DESIGNER/PARTNER
SAMATAMASON DESIGN INC.
VANCOUVER

Pamela has been with SamataMason for 14 years, contributing to work which has been honoured in countless international design industry competitions and publications including AIGA Communication Graphics, Communication Arts, Graphis Annual Reports, Applied Arts and How Magazine. Pamela is a member of the Society of Graphic Designers of Canada, the Canadian Investor Relations Institute and the Vancouver Board of Trade. She is also a Director for the Take A Hike Youth at Risk Foundation, a not-for-profit organization that engages at-risk youth through a unique combination of adventure-based learning, academics, counselling and community involvement.

VINCENT MARTEL
PRINT PRODUCTION SUPERVISOR
CIRQUE DU SOLEIL
MONTRÉAL

Vincent's professional journey began in 1993. After studying graphic design, he embarked on what promised to be a brilliant career as a graphic designer in Montréal agencies. However, in 1995, an unexpected opportunity propelled him into the world of print production and he never looked back. He has since proven his worth with agencies (DKY, OSL Marketing) and clients (Air Transat Holidays) alike. Since 2007, he has been overseeing all print material for Cirque du Soleil.

ZAHRA AL-HARAZI
CREATIVE DIRECTOR/PARTNER
FOUNDRY CREATIVE INC.
CALGARY

Zahra is a true citizen of the world, having lived, studied and worked on three continents and travelled them all. She leads Foundry's creative team on everything from annuals and ads to package design and branding. Her passion for life and people have led her to excel professionally – instinctively knowing when a concept has the potential to transcend popular culture and evoke a genuine human response. Foundry recently earned two gold awards in Graphis, three top tens in AR100 as well as an outstanding achievement award at the HOW International Design Awards. Zahra is a member of the Art Directors Club, AIGA and serves on the board of directors for Ad Rodeo as well as Immigrant Services Calgary.

ANNUAL REPORTS

Have you contributed to an outstanding annual report from fiscal 2008, produced between June 1, 2008 and May 15, 2009? If the report has financial data and a letter from the chairman, it qualifies. Your submission(s) must be printed on paper purchased in whole or in majority from Unisource Canada.

CORPORATE BROCHURES

You may also submit an outstanding corporate brochure produced for print between June 1, 2008 and May 15, 2009, provided it contains an overview of goods and services. Your submission(s) must be printed on paper purchased in whole or in majority from Unisource Canada.

SUSTAINABILITY/CORPORATE SOCIAL RESPONSIBILITY REPORTS

You may also submit an outstanding CSR report produced for print between June 1, 2008 and May 15, 2009. CSR represents a holistic picture of company activities and provides a balanced view of benefits and trade-offs among social, economic and environmental impacts. Your submission must be printed on paper purchased in whole or in majority from Unisource Canada.

SENDING ENTRIES

1

If you were involved in creating the annual report, corporate brochure or CSR report you can submit it.

2

Your submission(s) must be printed in whole or in majority on paper purchased from Unisource Canada. U.S. entries are welcome, provided the same condition is met.

3

For each entry, send two copies of the annual report, corporate brochure or CSR report with a completed entry form attached.

4

Deadline is June 1, 2009.

Send entries to:

Unisource Canada, Inc./NUARs

50 East Wilmot Street

Richmond Hill, Ontario L4B 3Z3

Attn:

Susan Corbeil

National Director, Specification Sales

Email:

scorbeil@unisource.ca

JUDGING

The judges will review your entries in June 2009. Annual reports, corporate brochures, and corporate social responsibility reports will be judged in separate categories, with the judges deciding how many winners will be chosen in each. Entries will be judged on design excellence, communications strategy, quality of printing, appropriateness of paper, use of photography or illustration, and typography. Firms represented by the judges are welcome to submit entries. If any of these entries advances to the final round of judging, the judge concerned will be excused from the panel while the final decision is made. Unisource reserves the right to have final jurisdiction over the winning pieces in the competition.

IF YOU WIN

We'll ask you to provide three printed copies of the annual report, corporate brochure or CSR report. We'll also ask you to provide a brief overview of its communication objectives and how your design strategy met them. If you cannot provide either of these by July 20, 2009, your entry will be disqualified. Winners will be notified by June 19, 2009.

YOUR CLIENT

If your entry is chosen a winner, your client (the company featured in the report or brochure) must give Unisource their approval to use the publication. They need to understand that:

1

The printed piece will be photographed and published in the winners' catalogue and on our web site, and be part of a travelling exhibit.

2

We reserve the right, for this limited purpose, to reproduce and publish aspects of this piece, which may include the use of the company's trademark, service marks and copyrighted works of art.