



FOR IMMEDIATE RELEASE

EVENT: ORDER OF THE BUSINESS HALL OF FAME AWARD – DESIGN CHARRETTE

LOCATION: Design Exchange (DX)
Toronto Stock Exchange Trading Floor
234 Bay St., P.O. Box 18, TD-Centre, Toronto, ON M5K 1B2

TORONTO, ON February 8, 2010 – The Design Exchange (DX), in partnership with the Canadian Business Hall of Fame, will hold a design charrette to re-imagine a new award for Business Hall of Fame inductees. The design charrette will be held at the historic Toronto Stock Exchange Trading Floor on February 17th, 2010.

Canadian design students from across the country, with diverse disciplines, have been selected and will compete in this distinct project. They will be matched with a local designer, in which each team will be challenged to create an object capable of meeting the criteria set forth. The design of the award will embody everything that this prestigious honour represents. The goal is to create an award that is timeless and recognizable as a symbol of life achievements.

“Our Inductees are leading examples of achievement in business and in life. This new award will represent the highest standards of service and contribution to the economy, community and our nation.” said Ross Maund, President, Junior Achievement of Canada Foundation

At the end of the day, a panel of judges will then select the strongest design and will announce the winning team before all the day’s attendees, as well as media and other invited guests. The judging panel includes:

- Mrs. Sonja Bata O.C., C.B.H.F.
- Mr. Richard Currie O.C., C.B.H.F.
- Mr. Jos Wintermans, Chair JA Canada Foundation™
- Lorne Gertner, CEO, Hill & Gertner Capital Corporation

The Design Exchange and the Canadian Business Hall of Fame will then work with the winning team to refine the award before putting it into production in time for the Gala Dinner and Induction ceremony, hosted by Peter Mansbridge on May 11, 2010.

About the Induction Ceremonies

Every year over 1,200 senior business leaders from across Canada gather for an evening of networking, fine dining and entertainment. Visionary sponsors, distinguished Inductees and guests will join together in a celebration of business in Canada. This is the premier annual gathering of business and community figures from across the country and within every sector. The Gala showcases the potential of everything that Canadian business and leaders of industry can offer to our citizens, our nation and the world.

About Junior Achievement

For over 50 years, Junior Achievement learning experiences have helped over 3 million young Canadians discover leadership, entrepreneurial and workforce readiness skills so they can achieve their highest potential as citizens of our global community. Junior Achievement advocates business in the community and inspires youth to make better financial decisions, start-up a company, develop a career plan and express their innovative spirit. www.jacan.org

About the Canadian Business Hall of Fame

The Order of the Business Hall of Fame is Canada's highest honour for life achievements in business and service to the economy, community and our nation. Established by Junior Achievement of Canada in 1979, the Canadian Business Hall of Fame recognizes the contributions of Canada's most distinguished business leaders and recognizes them as Companions (C.B.H.F.) to the Order of the Business Hall of Fame. The annual Induction Ceremonies & Gala Dinner is the only national fundraising event in support of Junior Achievement students. www.cbhof.ca

About the Design Exchange

The DX is Canada's Design Centre and Museum with a mission to promote the value of design through exhibitions, lectures, workshops education programs and research. It recognizes Canadian design and innovation as key elements in the cultural and economic fabric of our lives. www.dx.org

For More Information Contact:

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