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It's Hug-A-Writer Day Again!

Annual holiday celebrated with new \$1,000 Canadian writing award

TORONTO, Canada, January 24, 2008: A Toronto communications agency is once again urging people to celebrate **Hug-A-Writer Day**, an unofficial annual holiday created by the company last year. The celebrations include a hilarious free animated greetings card – and the chance to win \$1,000.

"We've once again named January 24th International Hug-A-Writer Day," said Helen Leask PhD, President of SCRIPT, the company behind the idea. Although, strangely, the Canadian Government has yet to officially adopt the new holiday, Leask says they are not discouraged: "We had great feedback for the idea last year – Canadians definitely need an official holiday in January."

This year the company will be marking Hug-A-Writer Day with the announcement of a new writing award – The SCRIPT Award. The new annual writing prize for scientists and healthcare professionals offers \$1,000 for the best 100-word "mini epic". "We already know scientists can write about science; that's a given," said Leask. "What we're looking for is people who can come up with original ideas and express them powerfully."

The SCRIPT Award judging panel is: André Picard, award-winning public health reporter at *The Globe and Mail*; Robert Harris, General Manager, Professional and Trade Division, John Wiley & Sons Canada, Ltd., medical publishers; Richard P. Ellen, Professor, University of Toronto Faculty of Dentistry and novelist-in-waiting; and Helen Leask, award-winning copywriter and President of SCRIPT.

To view the 2008 Hug-A-Writer Day animated holiday greeting:

www.hugawriter.com/holidaygreeting-2008.html

For more on The SCRIPT Award: www.scriptmedical.com/script-award.html

Media contact for high-res images, animation or further details:

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