



Tenth Anniversary

10 years of outstanding clients



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NEW Canadian Writing Award Prize value: \$1,000 for just 100 words

TORONTO, Canada, January 24, 2008: To celebrate its 10th Anniversary, innovative Toronto medical communications agency SCRIPT is announcing a new Canadian writing award with a prize value of \$1,000 – The SCRIPT Award.

Intended to be an annual writing prize for scientists and healthcare professionals, The SCRIPT Award is designed to find scientists who are also great creative thinkers. The task? To write a “mini epic” in exactly 100 words. Any topic is acceptable – scientific, non-scientific, humorous or serious.

“We already know they can write about science; that’s a given,” said SCRIPT President Helen Leask PhD. “What we’re looking for is people who can come up with original ideas and express them powerfully.”

Leask is anticipating that the \$1,000 purse will attract the best: “\$10 a word is a pretty good rate of pay – especially for a scientist,” she said.

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.

The SCRIPT Award is being announced on Hug-A-Writer Day (January 24), an annual holiday created by SCRIPT last year to celebrate the great work done by writers.

SCRIPT was founded in 1998 by Leask after she arrived in Canada from the U.K. In the 10 years since then, SCRIPT has grown to a full-service communications agency that provides world-class medical communications to international and Canadian clients.

To find out more, click on: www.scriptmedical.com/script-award.html

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