

SCRIPT

Embargoed until : 6am, January 24, 2007

IT'S HUG-A-WRITER DAY!
***New animated campaign to celebrate writers
(especially anonymous ones)***

TORONTO, Canada, January 24, 2007: A Canadian creative agency has come up with a new annual holiday, backed up by a hilarious animated campaign, to celebrate writers – especially the copywriters who toil in anonymity through weekends and nights.

“We’ve named January 24th international **Hug-A-Writer Day**,” said Helen Leask, President and CEO of SCRIPT, a Toronto medical communications agency. “Hug-A-Writer Day is dedicated to all writers, especially commercial copywriters. The communications industry wouldn’t get far without great words on a page.”

The SCRIPT team picked January 24th because, said Vice-President Nancy Lazar, “Every other month has a holiday – why not January? January 24th also happens to be the saint’s day of Francis de Sales, patron saint of writers.”

Researchers at SCRIPT, which specializes in medical communications programs for the international health care industry, were shocked to discover that St. Francis died horribly when doctors tried to cure his coma with red hot irons. “SCRIPT writers would NEVER recommend red hot irons,” said Leask. “All this adds up to a burning need – a national holiday dedicated to celebrating great communication, great writing and a wonderful group of professionals.”

The Hug-A-Writer Day animated teaser campaign can be viewed at: www.hugawriter.com from January 5th onwards; the animated holiday greeting will be available on the site on January 24th. For embargoed copies, see contacts below.

Hug-A-Writer Day is a creation of SCRIPT, an award-winning medical communications agency based in Toronto, Canada (www.scriptmedical.com).

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