

RECOGNIZING & PROMOTING  
BUSINESS EXCELLENCE  
since 1987



August 2012

Congratulations **Grant Thornton Alger Inc** on being selected the 2012 Consumer Choice Award winner in the category of **Bankruptcy Trustees** for the greater city of Edmonton.

Through an independent market research survey, the consumers and businesses in your community have selected you as the top-ranked organization in your industry. You are now part of a very select group of business owners and entrepreneurs recognized for their business excellence in Edmonton.

Consumer Choice Award (CCA) was established in 1987 and is considered the most distinguished award for business excellence in Canada, per Leger Marketing (Canada's largest independent research firm and a member of the Worldwide Independent Network). Leger Marketing is mandated by CCA to conduct annual statistical research, ensuring rigorous assessment of unbiased opinions, perceptions and service expectations for each individual market. The results are clear: The Consumer Choice Award has no parallel in Northern Alberta. It recently achieved a reputation rating of more than 79%, representing a consumer confidence level of 77% for a ratio of 156% better than J.D. Power & Associates.

Our new programs include a variety of exciting marketing initiatives that can be tailored specifically to each winner's requirements. This strategy supports our mission to recognize and promote business excellence in communities across Canada. As a national brand, present in 12 major Canadian cities, CCA is uniquely positioned to help your business stand out.

The key business challenge in today's economy is to communicate a simple, genuine message that breaks through the deluge of information targeting consumers. Most marketing initiatives do not meet this criteria; and they are easily replicated by competitors. CCA offers a unique opportunity exclusively to the top-ranking businesses in their respective industries.

We are eager to show you our exclusive marketing platform so you can see how it can benefit your company.

For more information please contact Simone Constantin, Business Development Manager, via email at [sconsantin@ccaward.com](mailto:sconsantin@ccaward.com) or via phone at (780) 642 6345 or her cell at (780) 616 -2671.

Sincerely,

A handwritten signature in blue ink, appearing to read "MS", is written over a white background.

Marcel Sbröllini  
President

CONFIDENTIAL: Prior written consent from Consumer Choice Award is required to make public, publish or create promotional materials contained herein.



**Message from His Worship  
Mayor Stephen Mandel**



On behalf of City Council and the people of Edmonton, Alberta's Capital City, I extend a warm welcome to everyone attending the Consumer Choice Awards Gala.

Congratulations to this year's award winners and nominees! These awards and nominations represent your dedication and integrity as business owners and your outstanding contributions to our economy and community. Consumer Choice Awards winners help invigorate our local economy and improve our reputation as a vibrant and successful city.

Thank you to everyone who helped make this night a success. By honouring the individuals and companies who truly make a difference in our city, you are making Edmonton a better place to live.

Best wishes for an enjoyable award ceremony!

Yours truly,

A handwritten signature in black ink that reads "Stephen Mandel".

Stephen Mandel  
Mayor



PRIME MINISTER . PREMIER MINISTRE

*I am pleased to extend my warmest greetings to everyone attending the Consumer Choice Award Gala in Edmonton.*

*In business, there is no greater compliment than earning the trust and loyalty of one's customers. Tonight's winners of the Consumer Choice Award have been identified by consumers as representing excellence in value and service. I would like to congratulate all being honoured this evening for their hard work and entrepreneurial spirit.*

*This evening, you also pay tribute to Edmonton's Businessman and Businesswoman of the Year, as well as the Man and Woman of the Year, for their strong commitment to the community. They may take pride in having been chosen by the people of Edmonton for their integrity and leadership in their respective fields.*

*Please accept my best wishes for a memorable evening.*

*The Rt. Hon. Stephen Harper, P.C., M.P.*

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