

## Contac's eConcierge to Enhance Crystal Ball Experience

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**Vancouver, Canada** — Contac Services Inc., Canada's largest direct marketing, print and fulfillment company, is proud to be one of the Production Sponsors for the 23<sup>rd</sup> annual Crystal Ball, benefiting BC Children's Hospital Foundation. eConcierge™ is a revolutionary platform that offers guests of Vancouver's premier fundraising gala a convenient, customized forum to interact with the charity event.

For each Crystal Ball guest, eConcierge generates a personalized website (PURL™) containing information tailored to the guest's needs.

Through the PURLs, guests are able to review event details, such as venue information and the evening's program, in real time. These dynamic pages are updated as new information becomes available, ensuring that guests have all of the details necessary for a wonderful evening.

"With eConcierge, events such as Crystal Ball are able to reach out to their guests in a way that is both unique and personalized," says Riaz Pisani, Contac President and CEO. "PURLs provide a convenient platform for Crystal Ball to share all manner of event and fundraising information with their guests in a dynamic online environment."

"Contac's generous contribution to the 23<sup>rd</sup> annual Crystal Ball is adding wonderful value to our guests' experience. We are very fortunate to have their support and are excited about this partnership," said Diane Norton, Chair of the 23<sup>rd</sup> annual Crystal Ball.

Guests can forward their PURL to family and friends, upload photos, create personalized photo albums, and share event details on social networks such as Facebook. PURLs also assist guests in planning their evening, offering limousine rentals and exclusive hotel rates. For those who wish to further explore Vancouver, PURL users can link directly to Contac Entertainment to purchase local event tickets and tours.

"This is simply one application of the eConcierge platform and it showcases its incredible diversity," adds Pisani. "Our goal here is to add to the overall Crystal Ball experience and to help raise money for a valuable cause – the BC Children's Hospital Foundation."

Crystal Ball will be held at the Four Seasons Hotel on Thursday, December 3, 2009, where guests will enjoy a martini reception followed by a four-course dinner. The 23<sup>rd</sup> annual black-tie event has grown to become the premier fundraising gala for child health in British Columbia and one of the most exclusive holiday events in Vancouver. Fundraising activities will include a silent and live auction and the ever popular Cartier Raffle.

### About Contac Services Inc.

Contac is Canada's largest direct marketing, print and fulfillment company specializing in personalized 1to1 communications that build brand and customer loyalty. Originally founded in 1978 as a third party logistics company for the travel industry, Contac expanded its services to become the only single-source solution in North America to seamlessly create, produce and deliver personalized 1to1 marketing. Today, the company provides the highest quality production, lowest cost and fastest distribution of marketing collateral to major brands around the world. Headquartered in Vancouver, B.C., Contac has facilities in Toronto and Montreal, and regional locations in Miami and London. For more information, visit [www.ContacServices.com](http://www.ContacServices.com).

### About BC Children's Hospital and Foundation

BC Children's Hospital is the province's only full-service acute care hospital and serves the one million children living in BC and the Yukon. All children who are seriously ill or injured are referred to Children's Hospital and are either treated at the hospital facility in Vancouver or, with consultation from Children's specialists, in their home community. Last year, more than 72,000 children were treated at Children's Hospital. BC Children's Hospital Foundation received donations

from more than 120,000 people last year and had revenues of over \$61.3 million. Funds raised by the foundation are used to support BC Children's Hospital, Sunny Hill Health Centre for Children and the Child & Family Research Institute. For more information please visit [www.bcchf.ca](http://www.bcchf.ca).

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