

For Immediate Release

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EFC Marketing Awards Program Helps “Power a Changing World”

Program Provides Opportunity to Celebrate Innovation and Marketing Excellence in Canada

March 26th, 2020, TORONTO - Electro-Federation Canada (EFC) is pleased to announce the 7th Annual 2020 Marketing Awards Program. This initiative provides a platform for EFC members to be recognized for marketing excellence and trail-blazing innovation within the electrical community.

EFC is accepting submissions in five categories:

- *Social & Sustainability* (sponsored by Product Care)
- *Customer Event/Trade Show* (sponsored by Electrical Line)
- *Integrated Marketing* (sponsored by Kerrwil)
- *Digital Innovation*
- *Merchandising & Display* (sponsored by EFC)

Submissions within each category will be judged by a panel of experts. EFC staff and members will not participate as judges.

“The EFC Marketing Awards continues to grow with an increasing number of strong entries every year. It also promotes organization and employee success, while showcasing EFC member programs to the next generation of workers,” said John Jefkins, Vice President, Member Engagement & Corporate Partnerships, EFC.

“This awards program provides our industry with the opportunity to promote and share great Canadian marketing programs and celebrate big achievements. This 7th Annual Marketing Awards program continues to gain momentum in our industry supported by the EFC’s Marketing Network members,” said Tom Mason, Director of Communications & Business Development, Sonepar Canada and Chair, EFC’s Marketing Network.

Recipients of EFC’s Marketing Awards will be announced and presented at the Future Forum event on November 5th in Toronto. View the winners from 2019, [click here](#).

Good luck to all members! Enter your submissions by accessing the online portal: <https://marketingawards.electrofed.com>. The deadline for submissions is June 28th, 2020.

About Electro-Federation Canada

Electro-Federation Canada (EFC) is a national, not-for-profit industry association that represents over 220 member companies that manufacture, distribute, market and sell a wide range of electrical products. EFC members contribute **over \$10B to the Canadian economy and employ over 40,000 workers in more than 1,300 facilities across the country.** EFC empowers the industry with market intelligence, professional development and a voice for advocacy and standards advancement within a safe, collaborative environment. Learn more at <http://www.electrofed.com>