

NEWS RELEASE

Annual Frye Festival Writing Contest open to high school students across New Brunswick

Photograph: Jim Morris, Director of Business Development for Freedom 55 Financial/London Life with the winners of the 2007-2008 Frye Festival Writing Contest. At the top from left to right: Ben Lass and Mélanie Boudreau. In front, from left to right: Kate O'Brien, Amy Roy Gauthier, and Isabelle Martin.

(*Moncton, November 27, 2008*) The 2008-2009 Frye Festival Writing Contest is underway, giving Anglophone and Francophone students from high schools throughout New Brunswick a showcase for their writing prowess and creativity.

“This year we’ve expanded the contest to give students in all of the province’s school districts the opportunity to participate,” explains Stefanie Wheaton, Executive Director of the Frye Festival, the bilingual literary festival that takes place in Moncton each April. “We’ve also introduced distinct categories for short stories and essay submissions this year, opening up many possibilities for creative young minds.”

To be eligible for cash prizes of \$500, \$300 and \$100 in each category (Anglophone and Francophone; Short Story and Essay), participating students must submit a 400-1500 word prose selection on a variety of specific subjects. Each entry also qualifies a student’s school to enter its name to win \$500 for the purchase of new books. Approximately \$4,600 in total will be awarded through the contest.

Schools have until Friday, December 12th to submit their students’ work.

The 2008-2009 Frye Festival Writing Contest is sponsored by Great-West Life and London Life through *The Key to Giving*[™] – the companies’ national corporate citizenship program. Through *The Key to Giving*, the companies contribute to non-profit, charitable and community organizations across the country to address health and wellness, education, social services, arts and culture and civic initiatives. The program also supports the volunteer involvement of staff and financial security advisors in their efforts to meet the needs of the communities in which they live and work. Moncton-area staff and financial security advisors from Great-West Life and Freedom 55 Financial were quick to bring their support to 2008 Frye Festival Writing Contest and are excited to be involved once again. Freedom 55 Financial is the financial security planning division of London Life.

As Blair Hayden, Regional Director, Great-West Life explains, “The student authors who will participate in the Frye Festival Writing Contest are developing their capacity for self expression, creativity and critical thinking – qualities that will serve them well on any path they choose for themselves.”

Rick Watt, Regional Director, Freedom 55 Financial, agrees, adding that “the language and writing skills this contest helps foster are essential for personal growth and career success.”

Prizes for the 2008-2009 Writing Contest will be awarded during the tenth anniversary edition of the Frye Festival, which will run from April 17th to 26th, 2009. Visit the Frye Festival website at www.frye.ca for further contest details.

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