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How was your First Day of School? Staples Canada Wants to Share Your Story

Canada's biggest back-to-school retailer celebrates #GoingBack with 2nd annual story-sharing contest

RICHMOND HILL, ON, Aug. 26, 2013 /CNW/ - Staples Canada, the leader in office supplies and Canada's largest internet retailer, announced today the second annual 'Share Your First Day of School Story,' which lets fans share their #GoingBack stories through social media.

Fans who take part will be able to submit their stories in video, picture or essay. Contestants can also use emerging platforms such as Vine and Instagram.

"This contest is one of our most popular campaigns of the year," said Rick Atkinson, vice president of Marketing at Staples Canada. "This campaign builds a strong community of customers and celebrates the emotional connection between Staples and going back to school."

The 'Share Your First Day of School Story' campaign will award one winner in each of the following categories: Best Video Entry, Best Picture Entry and Best Written Entry. The contest will be judged by a panel of popular Canadian mommy bloggers: Katie Allen of *Little Miss Kate*, Tenille Lafontaine of *Feisty, Frugal and Fabulous*, Lena Almeida of *Listen to Lena* and Meri Temudo of *lil sugar*.

Sharing stories is easy. Customers, fans and friends simply visit the Staples Canada [Facebook page](#) to submit their picture or essay, or the [YouTube video](#) to enter via video response. Winners will be announced the week of September 16th.

Staples brought back the popular campaign after last year's contest resulted in fans eager to share their stories all year long. Staples Canada is the official leader in back-to-school in Canada in both sales and product selection. Follow the back-to-school conversation with #GoingBack.

About Staples Canada

Staples, Canada's largest office products company, is committed to providing Canadians with a wide choice of office services and products. Serving all types of business—from the small home office to large enterprise—Staples makes it easy for customers to operate their offices efficiently and affordably by offering an extensive selection of office supplies, technology, electronics and office furniture as well as business services, including computer repair and maintenance, and copy and print services. Operating as Bureau en Gros^{MC} in the province of Quebec and Staples Canada in all other provinces, the company employs over 15,000 associates at 330+ stores and at

their head office in Richmond Hill, Ontario. Ranked as one of Canada's top ten Canadian companies in Marketing Magazine's Marketing/Leger 2013 Corporate Reputation Survey, Staples/Bureau en Gros is dedicated to offering customers the highest level of service, whether they choose to shop in-store, by catalogue or online. Staples Canada/Bureau en Gros also is invested in a number of corporate giving programs that actively support environmental, educational and entrepreneurial initiatives in Canadian communities from coast to coast. Visit www.staples.ca for more information, or visit us on Facebook and Twitter.
SOURCE Staples Canada Inc.

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