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Finalists named for third annual Canada Post E-commerce Innovation Awards

Sold-out event on September 23 will recognize dynamic sector's most impressive, leading-edge companies

Toronto (Ont.) – Canada Post announced today the 25 finalists who will vie for a share of nearly \$1 million in prizes in the third annual Canada Post E-commerce Innovation Awards. From start-ups to large retailers, the who's who of online retailing will gather on September 23 to celebrate the industry and learn which entrants have earned bragging rights and marketing and delivery services prizes from Canada Post.

Finalists are competing in seven e-commerce categories, recognizing the best shopping experiences, omni-channel integration, innovative start-up, customer experience, creativity and mobile experiences. An additional category, the Consumer Champion Award, will be awarded to the retailer that receives the most votes from the public. Canadians are invited to vote for their favourite retailer in an online poll on canadapost.ca/ecommerceawards.

The finalists are:

Best E-Commerce Shopping Experience

- [Aritzia](#)
- [Best Buy Canada Ltd.](#)
- [ClearlyContacts.ca](#)
- [MEC](#)
- [Sporting Life](#)

Best Omni-channel Integration

- [ALDO Group](#)
- [Best Buy Canada Ltd.](#)
- [Hudson's Bay](#)
- [MEC](#)
- [Walmart Canada](#)

Most Innovative Start-Up

- [Carnivore Club](#)
- [Tees for the People](#)
- [The Roasters Pack](#)

Best Customer/Community Outreach

- [ClearlyContacts.ca](#)
- [Fresh City](#)
- [MEC](#)
- [Shelfies](#)
- [TOPBOX](#)

Best Mobile Experience (Large)

- [Frank & Oak](#)

- [Hudson's Bay](#)
- [Jean Machine™](#)
- [MEC](#)
- [TELUS](#)

Best Mobile Experience (Small)

- [Empire Online Store](#)
- [Jewlr.com](#)
- [PUSH](#)
- [Yes Wellness](#)
- [Yummi Candles](#)

Most Creative Marketing Campaign (Small)

- [Badass W.O.D Wear](#)
- [Botanus Inc](#)
- [Carnivore Club](#)
- [Shelfies](#)
- [Tao Tea Leaf](#)

Winners will be chosen by a panel of industry experts: Kirstine Stewart, Managing Director of Twitter Canada; Diane J. Brisebois, President and CEO of the Retail Council of Canada; Duncan Payne, Hut2Hut Events President and DX3 co-founder; Rafe Petkovic, Google Canada Head of Industry (Retail); and Stéphane Ricoul, Sid Lee Director of Client Relations, eBusiness, and eComMTL founding President.

With the popularity of online shopping, Canada's business-to-consumer parcel delivery market is expected to grow significantly in the coming years. By 2017 the value of physical goods delivered to online shoppers in Canada is expected to climb to \$16.9 billion, according to a leading Canadian market research firm.

The Canada Post E-commerce Innovation Awards were created in 2012 to fuel Canadian e-commerce growth and recognize Canada's leading and emerging online retailers. The Awards bring together hundreds of the top people in Canadian e-commerce each year to celebrate the dynamic industry's innovation, technology and entrepreneurship. For more information on the Awards, visit canadapost.ca/ecommerceawards

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