

## ELLIS' LONG ISLANDER OF THE WEEK



**ERNIE CANADEO**  
Mad man

**Not all ad guys** are cynical. In a 24-hour, round-the-clock "CreateAThon," Ernie and his crew at EGC Group in Melville created pro-bono advertising campaigns for Child Abuse Prevention Services, the Family and Children's Association, National Multiple Sclerosis (LI) and North Shore Animal League. Newsday kicked in four full-color pages. Local TV and radio stations stepped up, too. And now look, Ernie's getting even more hype for these worthy nonprofits.

SUNDAY, SEPT. 27, 2009

**Newsday**

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