

Leader in Refrigeration and Specialty Appliances

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**CANADIAN APPLIANCE CEO KEEPS TRYING TO MAKE CANADA DAY JOKE GO VIRAL**

*This will be the year we go viral, eh? – Jim Estill, CEO Danby Appliances*

**GUELPH, ON (6/26/2018)** – For the third year in a row, Canadian appliance manufacturer/distributor, Danby Appliances will try to make their [Canadian Translator](#) website go viral. Jim Estill, CEO of Danby Appliances, has been an advocate for this “classic gag” since July 1<sup>st</sup>, 2015 when the concept was first launched.

“This will go down in history as one of the all-time greatest corporate jokes,” said Estill in a board meeting Monday morning. The room fell silent before a new hire, desperate for approval and one-month shy of probation, piped in, “Great idea, Jim!”

The Canadian Translator allows website visitors to type out any sentence, and then a robotic Microsoft Sam-like text-to-speech translator repeats the sentence back to the user with the word “eh” added to the end. Despite pure comedic gold, Danby’s Canadian Translator has unrealized it’s potential, accruing less than 1,000 impressions total since inception.

“This will be the year we go viral,” said Estill optimistically in a marketing team meeting. For the past three years, Danby’s marketing team has tried to re-launch this campaign to no avail. Last year’s campaign reaching as far as including a Photoshop image of Canadian music icon, Michael Bublé sitting atop a red Danby Contemporary Classic mini fridge posed as a Canadian Mounted Police [[image on Instagram](#)].

“We’ve thrown the kitchen sink at this joke for Jim, but nothing seems to stick,” said Danby’s Marketing Manager, Tara Parsons. “Hopefully this will be our last year; regardless of the success.”

Estill has put out a challenge to his employees to come up with a plan to make the Canadian Translator go viral:

“Any Danby Employee who can come up with an idea to make the Canadian Translator hit 1M impressions will receive a 1.7 cubic foot Danby Mini Fridge filled with stacks of Canadian Tire money (approximate \$250 value).”

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**About Danby Appliances:**

Founded in 1947, Danby is one of North America's leading manufacturer/distributors of compact appliances such as microwaves, dehumidifiers, refrigerators, freezers and air conditioners. The company operates three distinct business units – Danby, MicroFridge, and Silhouette – with four North American offices, including three in the U.S. and one in Canada. For more information on Danby and its products, please visit <http://www.Danby.com>

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