

Communications + Public Relations Foundation

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Rebecca Skinner is 2008 Lou Cahill Scholarship Winner

Toronto, Ontario – Rebecca Skinner, Barrie, Ontario is the 2008 winner of the Lou Cahill Scholarship in Communications, awarded by Brock University, St. Catharines. The Scholarship is awarded to a communications student for academic excellence, community involvement and participation in charitable activities in the final year of study.

The Scholarship was established by OEB Enterprise, Toronto to honour Lou Cahill, the founder of OEB International, Canada's longest-operating public relations firm and a subsidiary of the Enterprise Canada Group. In his early 90s, Lou Cahill is an icon in the Canadian public relations industry.

"We are delighted that Rebecca Skinner has received the Lou Cahill Scholarship in Communications. She exemplifies the values of academic excellence, commitment to community and voluntarism that are so important to Lou and to this company," said Barbara Fox, OEB Enterprise President and Chief Executive Officer.

Ms Skinner has been a member of the Dean's Honours list for high academic achievement and was a member of the gold winning team of the Terry O'Malley/Dobson marketing and communications case competition in 2008. In addition, she received an award for Outstanding Contribution to Business Communications at Brock.

For the past year, Ms Skinner has served as the volunteer director of communications for the Business Students Association at Brock. In addition, she has contributed her communications and fund-raising skills to a variety of non-profit organizations and events such as the Rankin Cancer Run, Canadian Cancer Society Relay for Life, Ontario Lung Association Pull for Kids, Big Brothers and Big Sisters Boo-lathon, Cystic Fibrosis Shinerama, Walk for Juvenile Diabetes, the Spread the Net Malaria Free campaign, The Barrie Dragon Boat Festival and the Royal Victoria Hospital Cancer Care Centre.

Ms Skinner has been a marketing executive with Brock TV where she helped increase the number of monthly viewers to over 20,000. Her track record includes a role as marketing and communications assistant with Brock's Community Connections and a marketing internship with CAA Niagara, Thorold, Ontario where she worked on the development of a concept for a CAA youth membership.

"Rebecca did a terrific job for us researching the needs of the youth market for CAA membership. She is very deserving of the prestigious Lou Cahill Scholarship in Communications", said Pat Nielsen, chief executive officer of CAA Niagara.

Lou Cahill holds an honorary doctoral degree from Brock University and has been the recipient of the Canadian Public Relations Society (CPRS) Philip A. Novikoff Award for advancing the public relations profession. He was appointed to the CPRS College of Fellows in 2000.

The Lou Cahill Scholarship monies are managed by the Communications and Public Relations Foundation. The Foundation promotes the advancement of communications and public relations as vital functions in society, is dedicated to the public interest, and is committed to increasing public knowledge and awareness of the role of communications and public relations in daily life. The Foundation accepts individual and corporate contributions towards research and educational initiatives nationwide.

Applications for the annual Lou Cahill Scholarship in Communications, valued at \$1,250 for eligible graduating students from the Department of Communications, Popular Culture and Film at Brock University, are available from the University's Student Awards and Financial Aid Office. Scholarship winners have an opportunity to participate in a four-month internship with the OEB Enterprise following graduation.

For more information about the Foundation and its public relations educational initiatives, contact Barbara Sheffield, Chair, Communications and Public Relations Foundation, Suite 1515, 73 Widdicombe Hill Blvd., Toronto, Ontario, M9R 4B3, or phone 416 242-6146 or e-mail foundation@prmediaconnection.com.

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For more information about the Scholarship, please visit:
www.brocku.ca/safa/scholarship.html