



The Canadian Public
Relations Society, Inc.
La Société canadienne
des Relations publiques, Inc.

National Awards of Excellence 2006 Recipients Lauréats des Prix d'excellence nationaux 2006

Communications Programs/ *Programmes de communication*

Communications Management/Gestion des communications

Award of Excellence/Prix d'excellence

Elaine Trudeau, Romana Kabalin (City of Edmonton)

Godfrey Huybregts, ABC (Marcomm Works)

City of Edmonton:

"City of Edmonton Flood Prevention Strategy"

Award of Merit/Prix de distinction

Melanie Choi

High Road Communications:

"Creating a Halo 2 Pop Culture Phenomenon"

Honourable Mention/Mention honorable

Amie Miles

Region of Peel:

"Lawn and Garden Workshops"

Award of Merit/Prix de distinction

Alex Fuller, APR and Nancy Field

Region of Halton:

"School Tours"

Award of Excellence/Prix d'excellence

Amie Miles

Region of Peel:

"Water Smart Peel"

Marketing Communications/*Communications commerciales*

Honourable Mention/Mention honorable

Susan Thom

BC Housing:

“Independently Healthy – Changing Housing & Care Needs of Seniors”

Honourable Mention/Mention honorable

Jennifer Beck

Halifax Regional Municipality, Corporate Communications & Metro Transit:

“MetroLink Service Launch”

Award of Excellence/Prix d’excellence

Karen McCluskey, APR

Canadian Paralympic Committee, Optimum Public Relations:

“Paralympic Winter Sports Awareness Campaign – Feel the Rush”

Award of Merit/Prix de distinction

Jo Langham, Karen McCullough, Pat McNamara, APR, Fellow CPRS and Ellen Leesti, APEX Public Relations;

Lores Tome, Kellogg Canada:

“William Shatner Gets a New Job”

Community Relations/ *Relations avec le public*

Honourable Mention/Mention honorable

Sarah Young

Blue Nose International Marathon/MT&L Public Relations:

“Blue Nose International Marathon”

Award of Merit/Prix de distinction

Joanne Mysak, APR, Heather Waldern Hinds, Jean Collins and Cameron Zimmer

Western Economic Diversification Canada (Saskatchewan):

“Canada Celebrates Saskatchewan (WD – Saskatchewan Communications Action Plan for Saskatchewan’s Centennial)”

Award of Excellence/Prix d'excellence

Vanessa Greebe

Victoria Foundation:

"Make an Impact"

Award of Merit/Prix de distinction

Tracey Pearce-Dawson

Purolator Courier Ltd, Hill & Knowlton Canada:

"Purolator Tackle Hunger 2005"

Honourable Mention/Mention honorable

Margaret McGee, Michaela Becker, Laura Melanson

Nova Scotia Gaming Corporation:

"Responsible Gambling Awareness Week"

Honourable Mention/Mention honorable

John Graham and Natalina Porpiglia

Canada Safeway Limited:

"Safeway We Care Fair"

Media Relations/ Relations avec les médias

Honourable Mention/Mention honorable

Judy Lewis, Mike Abbass, David Weinstein, Adriana Lurz, Michelle Veilleux and Christine Newlands

Strategic Objectives:

"Cadbury Purple Revolution"

Honourable Mention/Mention honorable

Franca Miraglia, Jeff Lanthier, Alison Mullen and Jacquie Jorge

Ketchum Public Relations Canada; **Logan Chambers**, ConAgra:

"Orville Redenbacher's Smart Pop! Corn Maze"

Award of Merit/Prix de distinction

Felicia Shiu, APR and Diane Medeiros; Maverick Public Relations: **Ryan Montpellier and Paul Hebert**, MITAC;

Duane Herperger and Andre Beaulieu, ideaConnect Marketing & Comm:

"Prospecting the Future"

Award of Excellence/Prix d'excellence

Daniel Tisch, APR, Alison George, Kerry Collings and Kyla Thoms
Argyle Rowland Communications:
"Purina Walk for Dog Guides"

Honourable Mention/Mention honorable

Pat McNamara, APR, Fellow CRPS, Ken Evans, Jeff Myrick and Robyn Breslow, APEX Public Relations;
Eva Innes, BMO Harris Private Banking:
"Who Said Being Wealthy was Easy? Defining Wealth in Canada"

Issues & Crisis Management /Gestion des questions d'actualité/de crises

Award of Merit/Prix de distinction

Jonathan Goldbloom
Optimum relations publiques inc. :
"Campagne, Gardons le Shriners à Montréal!"

Honourable Mention/Mention honorable

Sarah Young
Blue Nose International Marathon Public Relations Committee/MT&L Public Relations:
"Outrunning a Storm: Blue Nose International Marathon Triumphs Over Weather Bomb"

Honourable Mention/Mention honorable

Lori-Ann Horrigan, Bayer;
Alanna Fox and Sheila McEachen, Cohn & Wolfe:
"Sativex® Launching the First Cannabis Derived Medication for MS Pain in Canada – Taking Care of Issues Before they Happen"

Internal Communications /Communications internes

Honourable Mention/Mention honorable

Claire Watson, APR, ABC, Carla Warnyca, Judi Horning, Lindsay Honey and Team FCC, Farm Credit Canada:
"Corporate Conference 2005 – It's All About You"

Award of Merit/Prix de distinction

Josette Martel, ARP and Nicole Pelletier, ARP

Héma-Québec:

“Héma-Québec, Mieux Connaître et Mieux Faire”

Award of Excellence/Prix d'excellence

David Moorcroft, Merrill Matthews, Annette Martell, Connie Colangelo, Murray Bender and Diana Lyons

Corporate Communications Team, RBC Financial Group & Matthews Insights Group Inc., Toronto:

“RBC Dexia Joint Venture Communication with RBC Employees”

Communications Projects / *Projets de communication*

Special Events / *Événements spéciaux*

Award of Excellence/Prix d'excellence

Judy Lewis, Michelle Veilleux, Mike Abbass and Christine Newlands

Strategic Objectives:

“Cadbury Chocolate Couture Collection Fashion Show”

Award of Merit/Prix de distinction

Bruce MacLellan, APR, Josh Cobden, Jill Rosenberg, Olivia Yu and Andrea Willemse

Envionics Communications Inc.:

“Pontiac Ice Maze”

Honourable Mention/Mention honorable

Pat McNamara, APR, Fellow CPRS, Linda Andross, Sylvia Sicuso, Scott MacFayden, Jacqueline Mazereeuw, Shannon Morton and Elizabeth Mitches, APEX Public Relations;

Patricia Chung, Samsung Electronics:

“Samsung Race for the torch – Canadians Seek Olympic Dream”

Honourable Mention/Mention honorable

Greg Medulun, Kevin Harding and Carrie Kormos

Niagara Fallsview Casino Resort and Casino Niagara:

“The Jay Cochrane Wirewalk Challenge”

Audio Visual Projects/ Projets audio-visuels

Award of Merit/Prix de distinction

**Zaneta Ewashko, Gerry Kennedy, Scot McDonald, Stan Bowles,
George Wellon and Brad Neumann**

Methanex Corporation:

“Shipboard Methanol Safety Video”

Honourable Mention/Mention honorable

**Donna Kell, Chris Gougeon, Tina Hickey, Andy MacDonald and
Joseph Guerreiro**

City of Brampton:

“Stephanie’s Place Safety Tour”

Print Projects/Projets imprimés

Award of Merit/Prix de distinction

Michelle McKinnon, APR, Sherri Aikenhead and Bill Westheuser

Communications Nova Scotia:

*“Depression Creates Moments like This, Happiness Creates Moments like
This”*

Award of Excellence/Prix d’excellence

Susan Thom

BC Housing:

“Independently Healthy – Changing Housing & Care Needs for Seniors”

Award of Excellence/Prix d’excellence

Susan Quinn-Mullins, Lee Rammage and Michelle Fleming

AstraZeneca Canada Inc:

*“Our Success Plan: The Story Behind AstraZeneca Canada’s New Strategic
Direction”*

Honourable Mention/Mention honorable

Carl Martin, Danielle St-Aubin and Janet Nuutilainen

The Ottawa Hospital Foundation:

“The Leadership Ad Campaign”

Electronic & Interactive Media/Communications électroniques et interactives

Award of Merit/Prix de distinction

David Bradfield and Sabita Singh

iStudio Canada; **Ron Clark and Natasha Bond**

ALTANA Pharma:

“Altana Pharma Inc Sales Podcasts”

Honourable Mention/Mention honorable

Jonathan Lareau, APR

Canada Foundation for Innovation:

“InnovationCanada.ca”

Honourable Mention/Mention honorable

Liliana Busnello

CPRS Hamilton Society:

“PR Link”