



**The Canadian Public
Relations Society**
**La Société canadienne
des Relations publiques**

2008 Awards of Excellence Winners

Communications Management:

Linda Bilben, Reputations Corporation: "BC Place: Big Dreams Live Here, 2005 - Present".

Sarah Moses, MT&L Public Relations Ltd.: "Merger of the Greater Halifax Partnership and Halifax Regional Development Agency".

Sharon Stevens, APR, Communication Solutions Inc. : "River City Hockey Acquisition".

Marketing Communications:

Linda Bilben, Reputations Corporation: "BC Place: Big Dreams Live Here, 2005 - Present".

Thelma Hatzis, Toronto Hydro: "Summer Challenge for Business".

Michele McKinnon, APR, Communications Nova Scotia: "Opportunities Nova Scotia: It's time to come home".

Cynthia Ulba, Region of Peel: "Organics Recycling".

Community Relations:

Alex Fuller, APR, Region of Halton: "Emergency Preparedness Public Education Program".

Judy Lewis, Strategic Objectives: "M&M Meat Shops National Family Dinner Night Campaign 2007".

Norm Miller, Region of Halton: "Halton Children's Water Festival (HCWF)".

Advocacy and Social Marketing:

Tracey Bochner, APR, Paradigm Public Relations Inc.: "Are your breasts online?: the launch of the Booby Wall".

Impact Communications, Conserve Nova Scotia and Communications Nova Scotia:

"Conserve Nova Scotia's DriveWiser Social Marketing Campaign".

Jim Kingdon, ChangeMakers Marketing Communications: "SAFE WORK - Promoting a culture of safety and health in Manitoba".

Joel Levesque, APR, FCPRS, Moosehead Breweries Limited: "STU Survival Guide".

2008 Awards of Excellence Winners
Canadian Public Relations Society Inc.

Media Relations:

Tracey Bochner, APR, Paradigm Public Relations Inc.: "Are your breasts online?: the launch of the Booby Wall".

Lindsay Peterson, Communications MECA: "The Cross-Canada Powder Room Map".

Daniel Tisch, APR, Argyle Rowland Communications: "Nestlé AERO 'Guys Just Don't Get It'".

Issues/Crisis Management:

Daniel Tisch, APR, Argyle Rowland Communications: "Peanuts: Friend or Foe? Food allergy education for the Peanut Bureau of Canada".

Government Relations:

Wayne Hartrick, APR, Reputations Corporation: "Insite for Government Campaign".

Colleen Killingsworth, APR, Canada Centre for Energy Information: "Cross-Border Forum on Energy Issues".

Internal Communications:

Christine A. Brooks, APR, Mercer (Canada) Limited: "One Goldcorp".

Mary Kingston, APR, Workers' Compensation Board of Nova Scotia: "Internal TV Ad Launch – 2008 Social Marketing Program".

Sandra Thornton, APR, Stantec: "Stantec Acquisition Framework/Process".

Special Events:

Thelma Hatzis, Toronto Hydro: "Fashion Thrills without the chills".

Marion MacKenzie, APR, GCI Group: "A Streetcar Named Inspire".

Marilyn Short, APR, Harbinger Communications Inc.: "Dove Self-Esteem Summit".

Audio-Visual Projects:

Ken Cherney, APR, Ken Cherney and Associates Inc.: "A Day in the Life of a Hospice Client".

Michele McKinnon, APR, Communications Nova Scotia: "Dept. of Health Depression : Are you a man at risk?".

Rick Perkins, The Nova Scotia Liquor Corporation: "NSLC – Responsible Retailing 101".

Kim West, APR, MT&L Public Relations Ltd.: "Nova Scotian by Choice".

2008 Awards of Excellence Winners
Canadian Public Relations Society Inc.

Print Projects:

Marc Angers, ARP, Régie de la santé ACADIE-BATHURST : " Valorisation du système de soins de santé dans la Péninsule acadienne au Nouveau-Brunswick".

Laura Stringer, Islands Trust : "A place in the islands".

Electronic & Interactive:

Alain Bergeron, Astral Media Inc.: "2007 Annual Report".

Jean Boileau, ARP, Université du Québec en Outaouais: "Site Web L'UQO, ça grandit".

Thelma Hatzis, Toronto Hydro: "Toronto Hydro Talk Box".

Joel Levesque, APR, FCPRS, Moosehead Breweries Limited: "STU Survival Guide".

Social Media:

Derrick Pieters, APR, FCPRS, Department of Justice Canada: " Barb's Blog".