



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

National Awards of Excellence 2007 Recipients Lauréats des Prix d'excellence nationaux 2007

Communications Programs/ *Programmes de communication*

Communications Management / Gestion des communications

Elizabeth Netto, Carleen Carroll APR, Sandie Drzewiecki, Rob Cressman

Region of Halton:

“A Comprehensive Housing Strategy for Halton”

Sharon Marshall

World Vision Canada:

“World Vision’s One Life Experience and International Aids Conference 2006 Campaign”

Marketing Communications / Communications commerciales

Pat McNamara APR, Fellow CPRS, Jo Langham, Sandra Da Silva, Sylvia Sicuso, Karen McCullough, Cathy Mitchell, Elena Beveridge
APEX Public Relations Inc.;

Lores Tomé

Kellogg Canada;

Solange Heiss

Dairy Farmers of Canada:

“A Bicycle Built for A Tiger and a Cow!”

Pat McNamara APR, Fellow CPRS, Jo Langham, Lisa Gilbert, Cathy Mitchell, Karen McCullough

APEX Public Relations Inc.;

Lisa Papaloni, Diane Bellissimo

Kellogg Canada:

“Regis Philbin and the Launch of Kellogg's All Bran Guardian”

Jeffrey C. Martin APR, Fellow CPRS

Niagara Region Public Health; Pier 8 Group:

“STOP, LOOK LISTEN / Niagara's Keeping Children Safe Outdoors”

Cynthia Ulba

Region of Peel:

“Safe Communities for Children "Home Safety" Campaign”

Deborah Weinstein, Lindy Frank

Strategic Objectives:

“Luxury on a Roll: The Fashion Positioning of Cashmere Bathroom Tissue”

Judy Lewis, Penelope Savoie, Mike Abbass

Strategic Objectives:

“A Sweet Success: Cadbury Celebrates 100 Years of Chocolate-Making at its Gladstone Factory”

Community Relations/ *Relations avec le public*

Simon Falardeau, Miriam Lauzon, Louis Lemay, Julie Deschambault

Capital-Image:

“Semaine de prévention du suicide 2007”

Sheila McEachen, Joanne Koskie, Jilda Lazer, Alia Hassan, Christina Scicluna

Cohn & Wolfe:

“Know Your Nodes”

Carla S. Shore APR, Michael Gardiner, Darren Parfitt, Illene Yu

C-Shore Communications Inc.:

“What Do Kids Think About Solving Childhood Obesity”

Bruce MacLellan APR, Fellow CPRS, Liz Carson, Amy Laski, Rachel Evans, Nicole Paara

Environics Communications:

“A Canadian First: Cementing Listerine's position in the oral hygiene routine”

Media Relations/ *Relations avec les médias*

Pat McNamara APR, Fellow CPRS, Ken Evans, Ellen Leesti, Elizabeth Mitches

APEX Public Relations;

JoAnne Hayes, Caroline Dabu

BMO Bank of Montreal:

“Talking 'bout my Generation: BMO speaks to boomers about the new retirement”

Shawna Rossi, Dita Zemanek, Joanne Elson

Cohn & Wolfe:

“Linda Lundström – The Re-Introduction of a Canadian Fashion Icon”

Bruce MacLellan APR, Fellow CPRS, Jennifer Schipper

Environics Communications;

Allyson Hewitt, Nicole Beben

Safe Kids Canada;

David Swearingen, Lan Lai-Minh, François David

Johnson & Johnson:

“Safe Kids Week 2006 - Celebrating A Safe Kids Future”

Josh Cobden, Andrea Willemse, Amy Davidson, Adria MacKenzie

Environics Communications:

“The Saturn Challenge”

Deborah Weinstein, Tara McCarthy

Strategic Objectives:

“The Launch of Tetley Pure and Natural Green Tea”

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

Jim Kingdon

ChangeMakers Marketing Communications:

“Leadership with Vision: The OlyWest Public Relations Campaign”

Christina Winsor APR

Province of New Brunswick:

“Labour Dispute: GNB vs. NBTF”

Internal Communications / *Communications internes*

Arlette Côté ARP et Jacques Picard, Chef d'équipe

Loto-Québec:

“Programme corporatif de sensibilisation à la sécurité des technologies de l'information”

Christine Brooks APR, Shane Strachan, Larry Gregg, Sharon L'Ecluse

Mercer Human Resource Consulting Limited:

“Now, It's Your Choice!”

Blair Peberdy APR, Catherine Parry, Tanya Bruckmueller

Toronto Hydro:

“Toronto Hydro Safety Olympics”

Communications Projects / *Projets de communication*

Special Events / Événements spéciaux

Daniel Granger ARP, Fellow SCRP, Marie-Noel Pichelin, Mark Hunter

LaVigne APR

ACJ Communications:

“Sommet international pour une alliance en faveur de l'inclusion sociale - Montréal 3 au 15 mai 2006”

Daniel Tisch APR, Stephanie Scutella, Mary Beth Denomy

Argyle Communications:

“Diversity in the Workforce: Ontario's Economic Advantage”

Daniel Tisch APR, Karen Passmore, Jason Graham, Kyla Thoms, Ashley Ballantyne

Argyle Communications:

“Use Your Voice to Prevent Child Abuse”

Francine Brousseau, Nicole Loreto ARP, Isabel Lavictoire, Mark Delorme, Kim Boucher, Pam Bowles

Canadian Museum of Civilization:

“A Journey Through Time”

Irene Knight

CN Tower:

“CN Tower celebrating 30 Years”

John Morris

NAV Canada:

“NAV Canada: 10th Anniversary Celebrations”

Audio Visual Projects/ Projets audio-visuels

Tammy L. Dymont and McCain Foods Public Relations Staff

McCain Foods (Canada):

“Success is a journey: Small Town to Global Village”

Blair Peberdy APR, Catherine Parry, Tanya Bruckmueller

Toronto Hydro:

“Toronto Hydro Safety Olympics – Video”

Print Projects/*Projets imprimés*

Michelle Clausius APR

Covenant House Vancouver;

Tandem Design Associates:

“Covenant House Vancouver 2006 Annual Report”

Dana Dean APR, Wendi Pearson, Shawn Berry, Mark Hamill

RBC Royal Bank of Canada:

“Revamping the Royal Advisor Newsletter”

Gayleen Froese

Stantec Corporate Communications

“Inform Readership Survey”

Electronic & Interactive Media/*Communications électroniques et interactives*

Marie Dauphinee-Booth

College of Registered Nurses of Nova Scotia:

“Nursing in Atlantic Canada: Setting our Sites on the World”

Karen Schwartz, ABC & Employee Communications Team

RBC:

“INsite Online Employee Publication”