

CPRS National Awards of Excellence 2004 - Finalists

Entry#	Category	Entry	Company	Names on Award	Society
60	Audio/Visual Projects	P.A.R.T.Y. Program	Intolla Incorporated	Team P.A.R.T.Y.	Calgary
69	Audio/Visual Projects	Hanson Brick: Coming Together	Argyle Rowland	Dan Tisch, APR, Amber Wallace, Melissa Chang	Toronto
22	Communications Management	City of Winnipeg's NEW DEAL Campaign	City of Winnipeg	Terry Aseltine APR, City of Winnipeg; Shirley Muir, Fusion Communications	Manitoba
33	Communications Management	Introducing CONEXUS Credit Union	CONEXUS Credit Union	Ken McDougall	Regina
52	Communications Management	Visibility Program	Maritime Life Assurance Company	Heather Spidell, Katherine Roberts, Joanne Gerrish, Warren Weeks, Anthony Forbes	Nova Scotia
65	Communications Management	Hanson Brick: Coming Together	Argyle Rowland	Dan Tisch, APR, Amber Wallace, Melissa Chang	Toronto
63	Communications Management	Portes ouvertes sur les fermes du Québec et à la Maison de l'UPA	Union des producteurs agricole	Sylvie Marier, Union des producteurs agricoles	Quebec
23	Communications Management	Building an organization with the mandate to communicate on Canadian Energy - Year one	Canadian Centre for Energy Information	Colleen Killingsworth, APR	Calgary
37	Communications Management	A Corporate Public Relations Strategy for Standard Life	Sandown Communications Consulting	Grace Diffey, APR, Michel Dufour, APR	Hamilton
29	Community Relations	MegaSearch 2002-2003	Dalhousie Medical School	Communications Office, Faculty of Medicine, Dalhousie University	Nova Scotia
10	Community Relations	Put Mosquitoes Out of Touch	Region of Peel	Region of Peel	Toronto
40	Community Relations	Bringing Back the Bay	Quorum Communications	Jeffrey C. Martin, APR, Ted Griffith	Hamilton
3	Electronic & Interactive Communications	Interactive Involvement	Canon Canada Inc.	Wayne Doyle	Toronto
6	Electronic & Interactive Communications	CBC Etiquette POP! Quiz	AstraZeneca Canada	AstraZeneca Canada, Public Affairs and Communications	Toronto
7	Electronic & Interactive Communications	HR Central Intranet Site Re-design	AstraZeneca Canada	Sabita Singh, ABC; Maggie Sato, Niglia Design, AON Consulting	Toronto
8	Electronic & Interactive Communications	Produce 101	Faye Clack Communications	Faye Clack Communications Inc.	Toronto
50	Electronic & Interactive Communications	The Search for the Ultimate Peanut Butter Sandwich Recipe	APEX Public Relations	Allison Moore, Linda Andross, Pat McNamara, APR, Diane Coates	Toronto

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56	Electronic & Interactive Communications	Bell Canada Enterprise Website & <i>Impact!</i> E-Newsletter	Fleishman-Hillard Ca	Peter Janecek, Helen Ryder, David Bradfield	Toronto
18	Electronic & Interactive Communications	www.sickofsmoke.com	Extreme Public Affairs	Extreme Public Affairs	Nova Scotia
31	Internal Communications	Employee relocation to new office tower in Toronto, Ontario	Maritime Life Assurance Company	Heather Spidell, Cynthia Ruhnke, Kira Zack	Toronto
16	Issues/Crisis Management	Plan de communications intégré VNO	Héma-Québec	Affaires Publiques, Héma-Québec; André Roch, Nicole Pelletier ARP, Josette Martel ARP	Quebec
12	Issues/Crisis Management	Region of Peel SARS Response	Region of Peel	Region of Peel	Toronto
53	Marketing Communications	The Guinness Party of Canada	Strategic Objectives	Deborah Weinstein, Michael Shipticki	Toronto
67	Marketing Communications	Quiznos Takes a Bite Out of the Canadian Sandwich Market	Argyle Rowland	Daniel Tisch, APR, Roanne Argyle, Melissa Chang, Karen White	Toronto
9	Marketing Communications	Taste the Difference	Faye Clack Communications	Faye Clack Communications Inc.	Toronto
54	Marketing Communications	Executive Outreach Program	Maritime Life Assurance Company	Joanne Gerrish, Heather Spidell, Visibility Core Team	Nova Scotia
48	Marketing Communications	It's Time to Talk Turkey: Butterball 2003 Holiday Campaign	APEX Public Relations	Tracey Bochner APR, Alexandra Ross, Tanya Elliott-Briden, Jaqueline Kersey, Katherine Bruni, Allison Moore, Kathleen Killen, Clive More, Sandy Fry	Toronto
32	Media Relations	Saving Hills Absinth Ontario	Courtney Rainey Group	Sherri Zielinski, Heather Grant	Toronto
47	Media Relations	Brazil's Best Secret Comes to Canada: The Launch of A Marca Bavaria	APEX Public Relations	APEX Public Relations: Tracey Bochner, Ken Evans, Carolyn Abbass; Molson Canada: Michelle Robichaud, David Jones	Toronto
51	Media Relations	The Power of a Really Big Burger	APEX Public Relations	APEX Public Relations: Tracey Bochner, APR, Ken Evans, Sylvia Sicuso, Kate McCloskey; Cara Operations Limited: Joanne Stewart, Rachel Douglas, Diana Rodrigues	Toronto
61	Media Relations	Investors Group Financial Advice for Canadians	Environics Communications	Bruce Maclellan, Ron Arnst, Mike Van Soelen	Toronto
19	Media Relations	Art Gallery of NS - How the Grinch Stole Christmas! The Exhibition	Extreme Public Affairs	Extreme Public Affairs	Nova Scotia
24	Print Projects	Irving Oil Refinery Education Kit	Irving Oil	Irving Oil, Media Planet	New Brunswick
15	Print Projects	Access West	Western Economic Diversification	Barb Steele, Editor, Access West	Edmonton
34	Special Events	CIGB-ICOLD Montréal 2003		Yves St-Amand ARP, Fellow SCRP, Directeur exécutif; Lise Pinsonneault, Conseillère communication d'entreprise	Quebec
66	Special Events	Hanson Brick: Coming Together	Argyle Rowland	Dan Tisch, APR, Amber Wallace, Melissa Chang	Toronto